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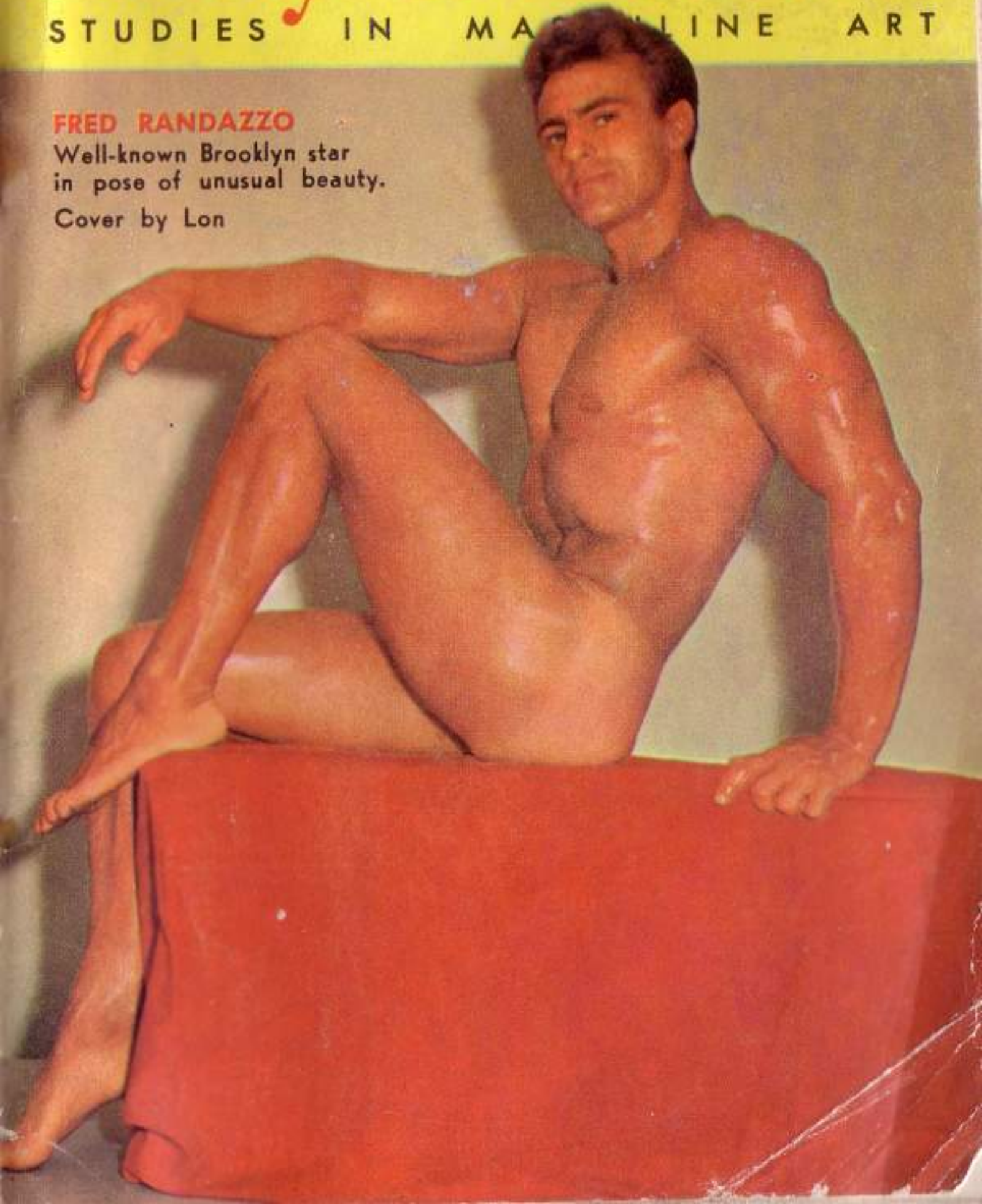
Body Beautiful

STUDIES IN MASCULINE ART



FRED RANDAZZO
Well-known Brooklyn star
in pose of unusual beauty.
Cover by Lon

BOB BISHOP by Vulcan

A new star in thoughtful camera mood

JOHN SMITH by Vulcan
Ah! youth . . . the happy, happy time

"B-Day" Foreword

Today is BB's birthday! . . . and as this issue rolls off the presses, BODY BEAUTIFUL looks back on its initial year of existence with a happily retrospective eye, for it has been a good year . . . a year of surprising accomplishment.

It has ever been our desire to be of help and inspiration to young bodybuilders, and to accomplish this we have sought to bring new light on the achievements of the great masters down through the ages, and to teach Young America to build on this priceless heritage (*Continued on page* 60)

SEPTEMBER 1955, VOL. 1 NO. 6. Published bi-monthly by Body Beautiful Publications, 16 Hopkins Avenue, Jersey City, N. J. Printed in the U.S.A.

JOHN WEIDEMANN

reflects upon the timeless wonder of nature
in an interpretation of Alexander Pope's lovely poem

SOLITUDE

Happy the man, whose wish and care
A few paternal acres bound,
Content to breathe his native air
In his own ground.

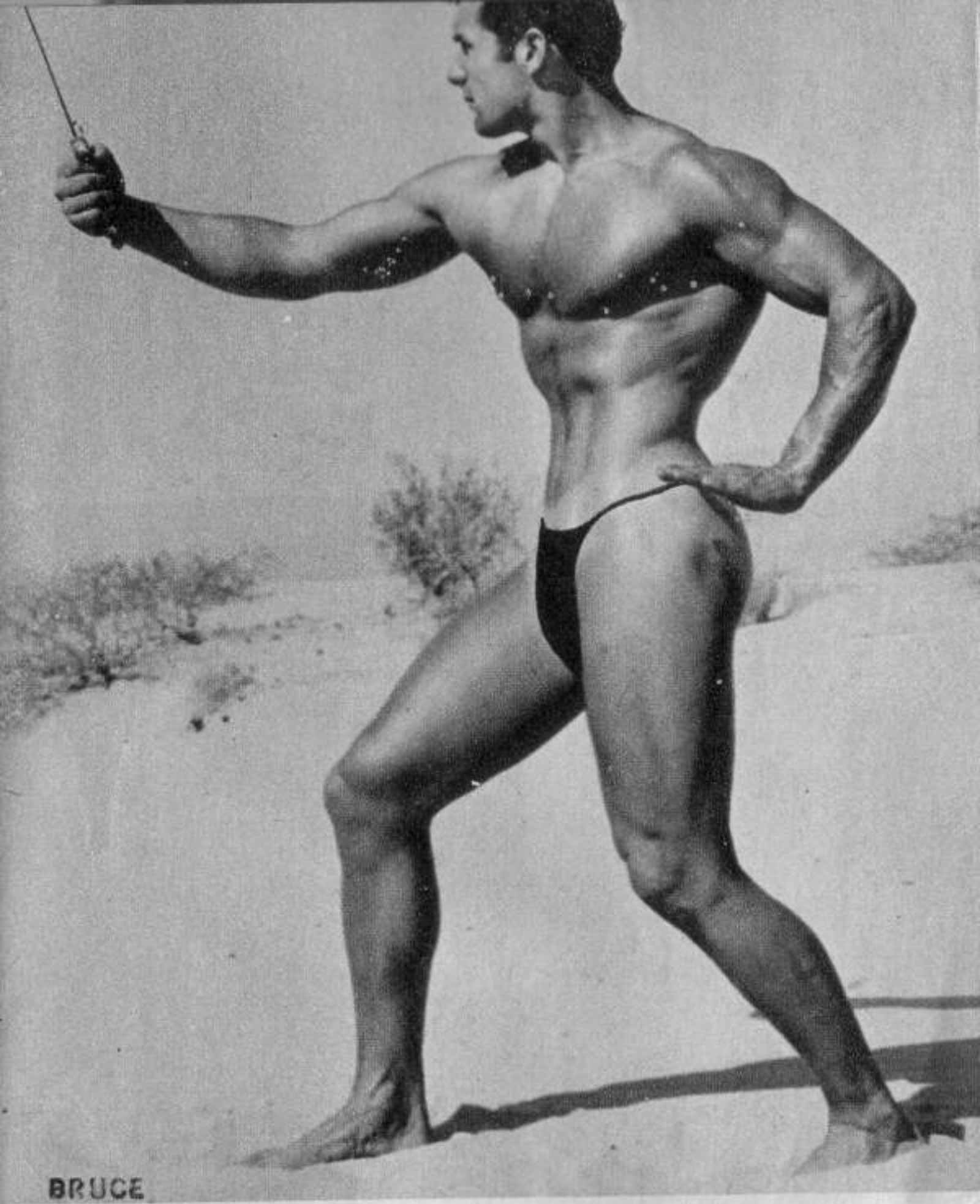
Whose herds with milk, whose fields with bread,
Whose flocks supply him with attire;
Whose trees in summer yield him shade,
In winter, fire.

Blest, who can unconcernedly find
Hours, days, and years slide soft away
In health of body, peace of mind;
Quiet by day.

Sound sleep by night; study and ease
Together mixed, sweet recreation,
And innocence, which most does please
With meditation.

Thus let me live, unseen, unknown;
Thus unlamented let me die,
Steal from the world, and not a stone
Tell where I lie.

Camera: Bruce of Los Angeles



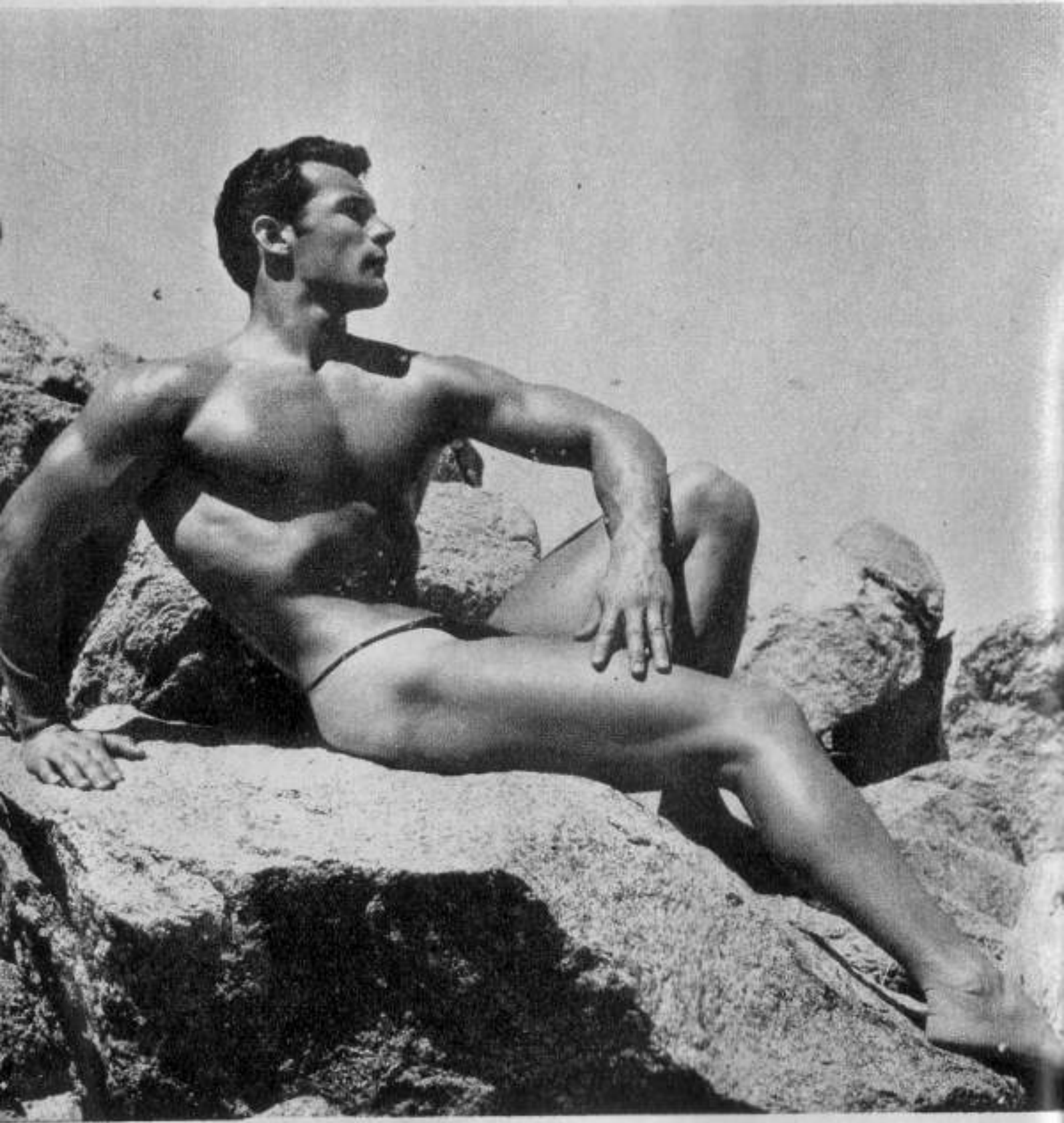
"Happy the man, whose wish and care
A few paternal acres bound"

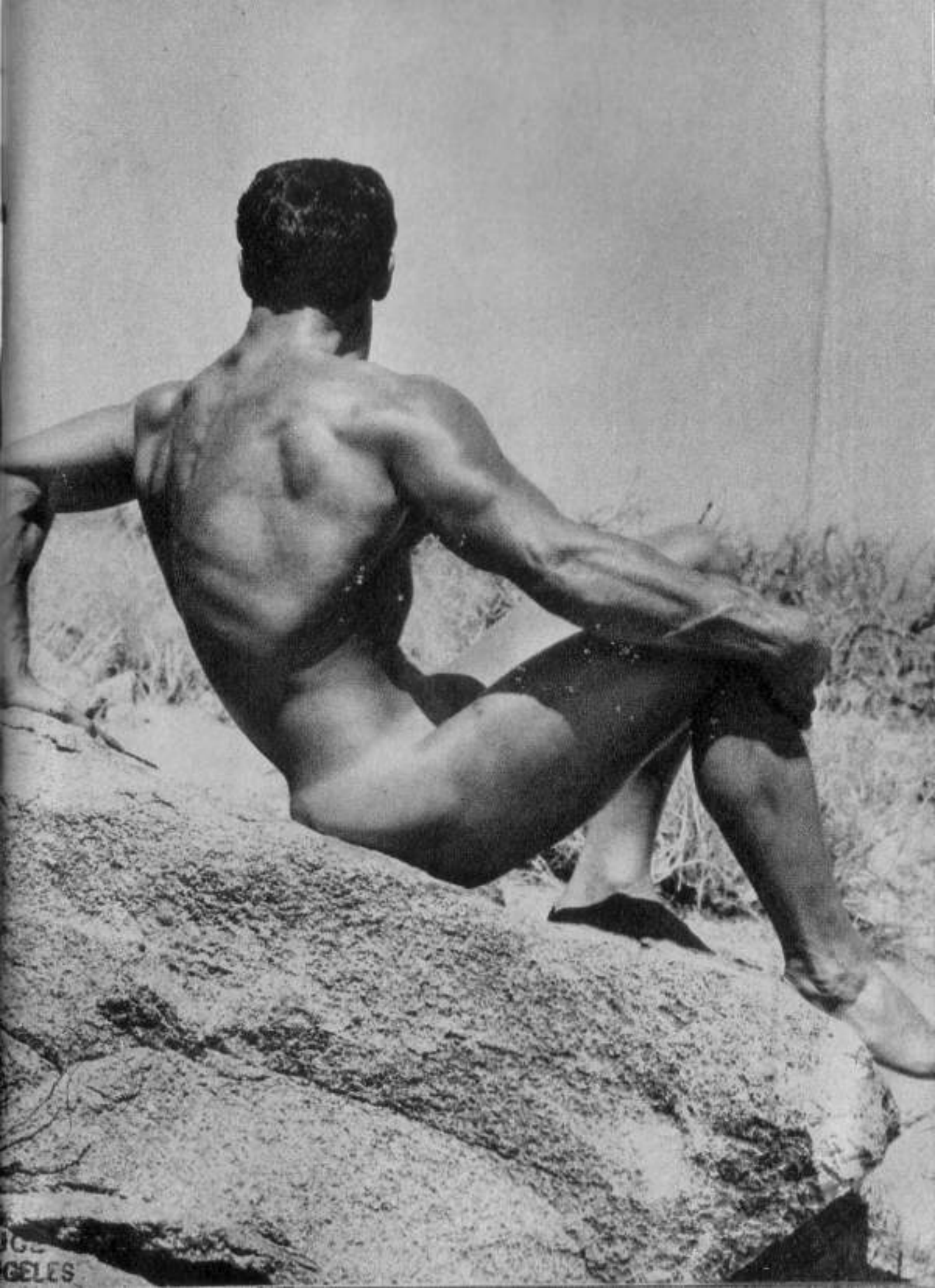
"Content to breathe his native air"

"In health of body, peace of mind"

"Sweet recreation and innocence"

"Thus let me live, unseen, unknow

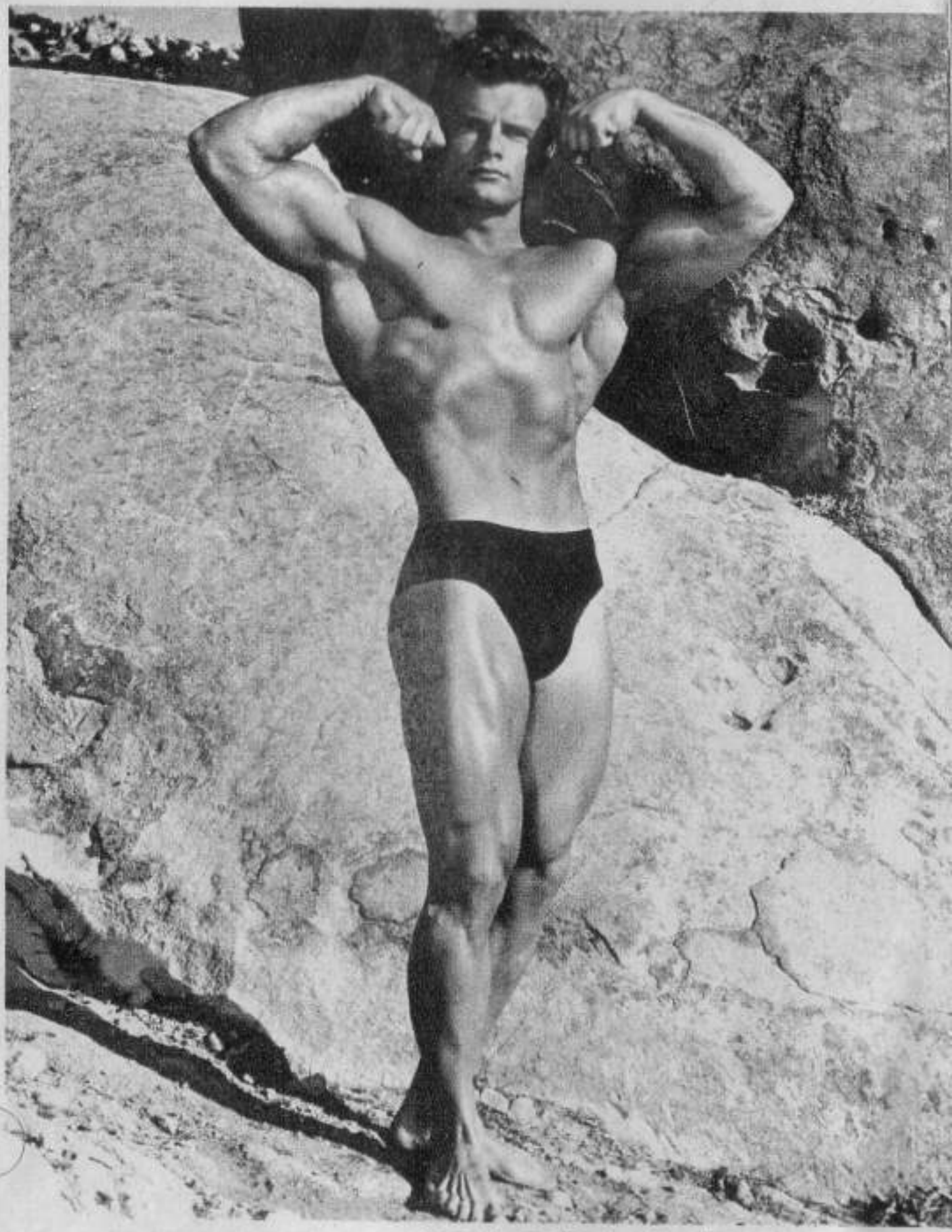




Springboard to Fame

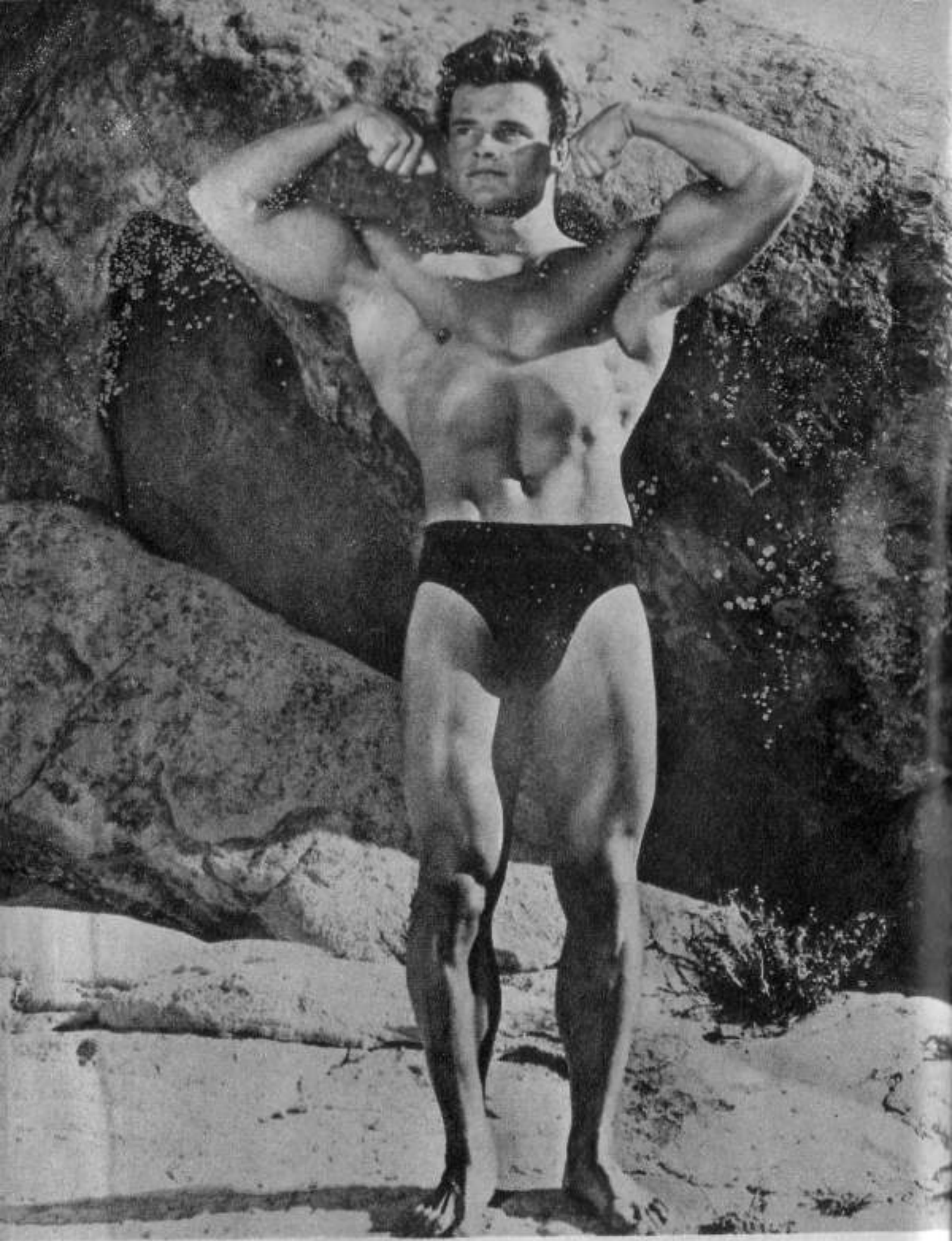
Some months ago Hal Warner, editor of BODY BEAUTIFUL, received a letter from Bob Delmontecque, that ace lensman now resident in California. The letter read in part. . . . "I have some friends at Warner Brothers Studios who are bringing Glenn Bishop out here for a screen test. We're all rooting for him, so let's hope he makes it! It seems that they have been very impressed by the really great publicity both ADONIS and BODY BEAUTIFUL have been giving him . . . so much so that one of the executives called me to ask if I believed Glenn would be good screen material. Knowing Glenn and his accomplishments as I do, I was proud to endorse him, and happy that ADONIS and BODY BEAUTIFUL had (*Continued on page* 54)

STEVE REEVES by Russ Warner
His physique was Jerry's inspiration

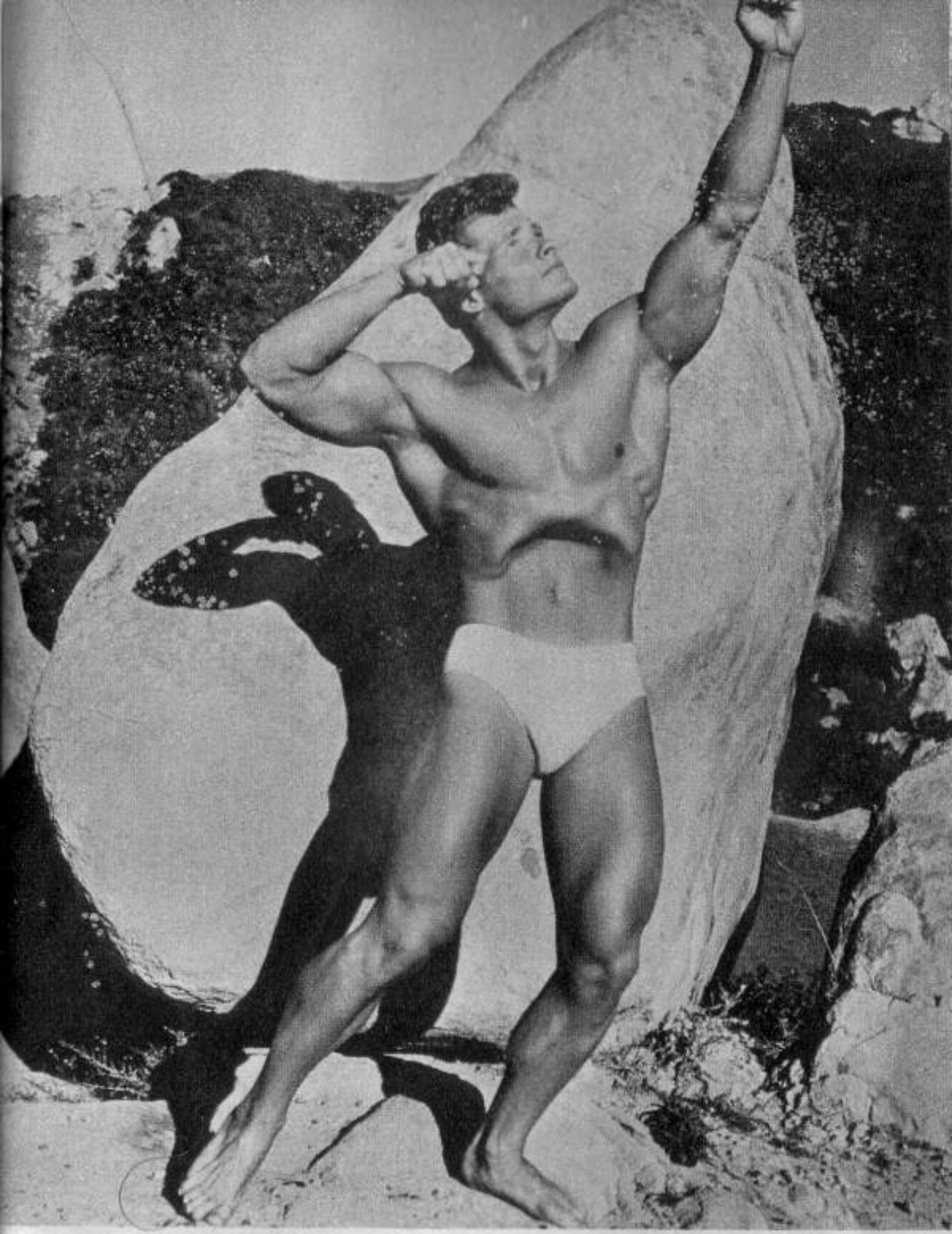


JERRY ROSS by Herb Dixon

Fortune smiles on Jerry



AS STURDY AS THE ROCKS AGAINST WHICH HE POSES



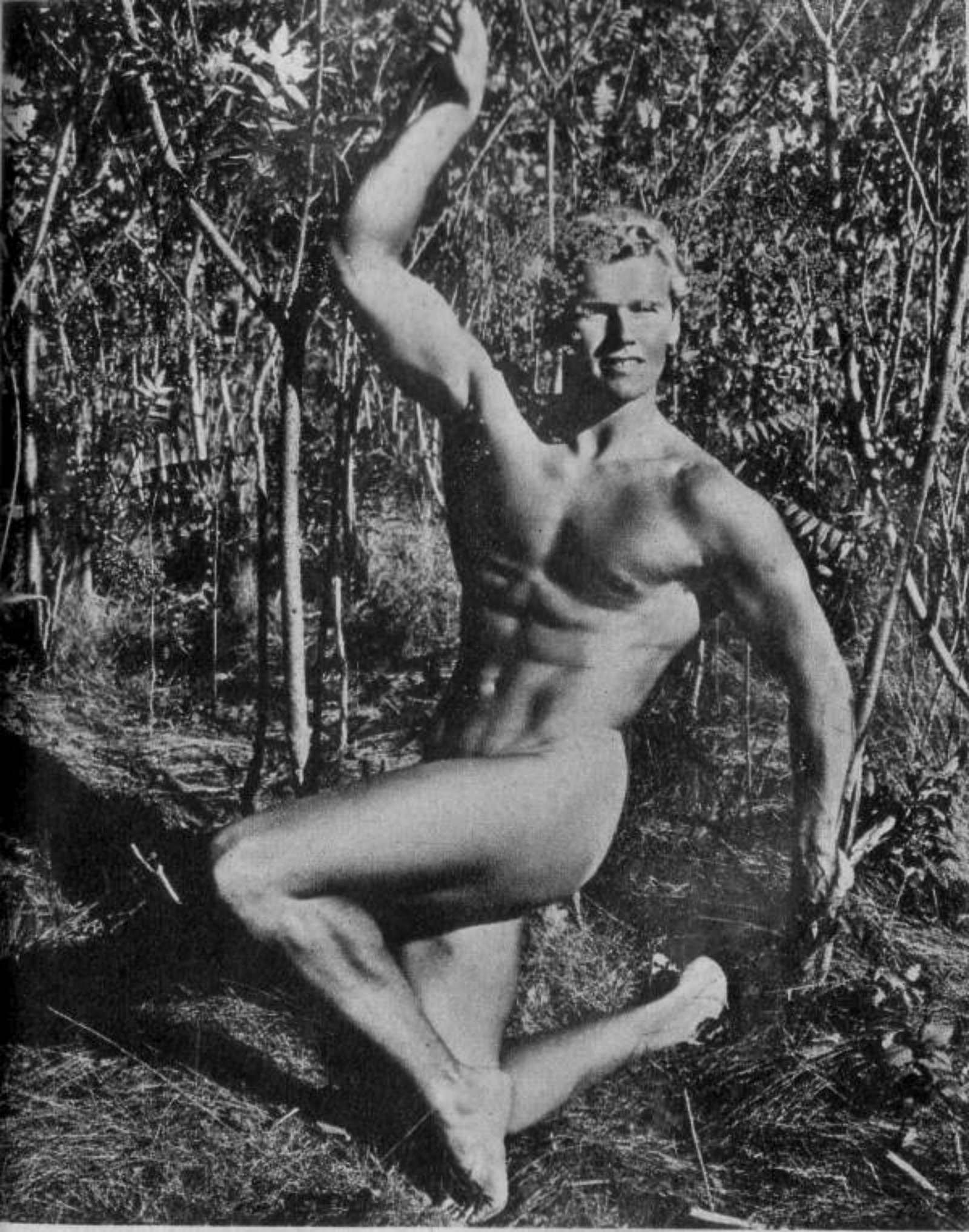
JERRY IN SHADOW AND SUBSTANCE

RICHARD ALAN by Delmonteque
"The Rites of Spring"

ENCORE FOR ALAN

BB is rapidly disproving the claims of two famous old *clichés,* to wit: "familiarity breeds contempt", and "one can have too much of a good thing". Just try repeating those expressions to the fans of Richard Alan and you'll be laughed at. Certainly by this time everyone has seen the Alan anatomy from every possible vantage point, and yet the morning mail reads . . . "why did you leave Alan out this month?" . . . "less gab, more Alan" . . . while Rich's fans in Port-au-Prince, Haiti hit us where it hurts by threatening . . . "Look, fellow . . . no Alan, no subscription!"

It is with genuine pleasure that we publish Rich's photographs from time to time, for it seemingly is impossible for this blond Michigan Adonis to give us a bad pose. Much of the credit, (*Continued on page* 50)



RENDEZVOUS WITH NATURE

MUSCULATURE OF INCOMPARABLE SYMMETRY

A BACK OF SINGULAR GRACE

A majesty of perfect proportions →

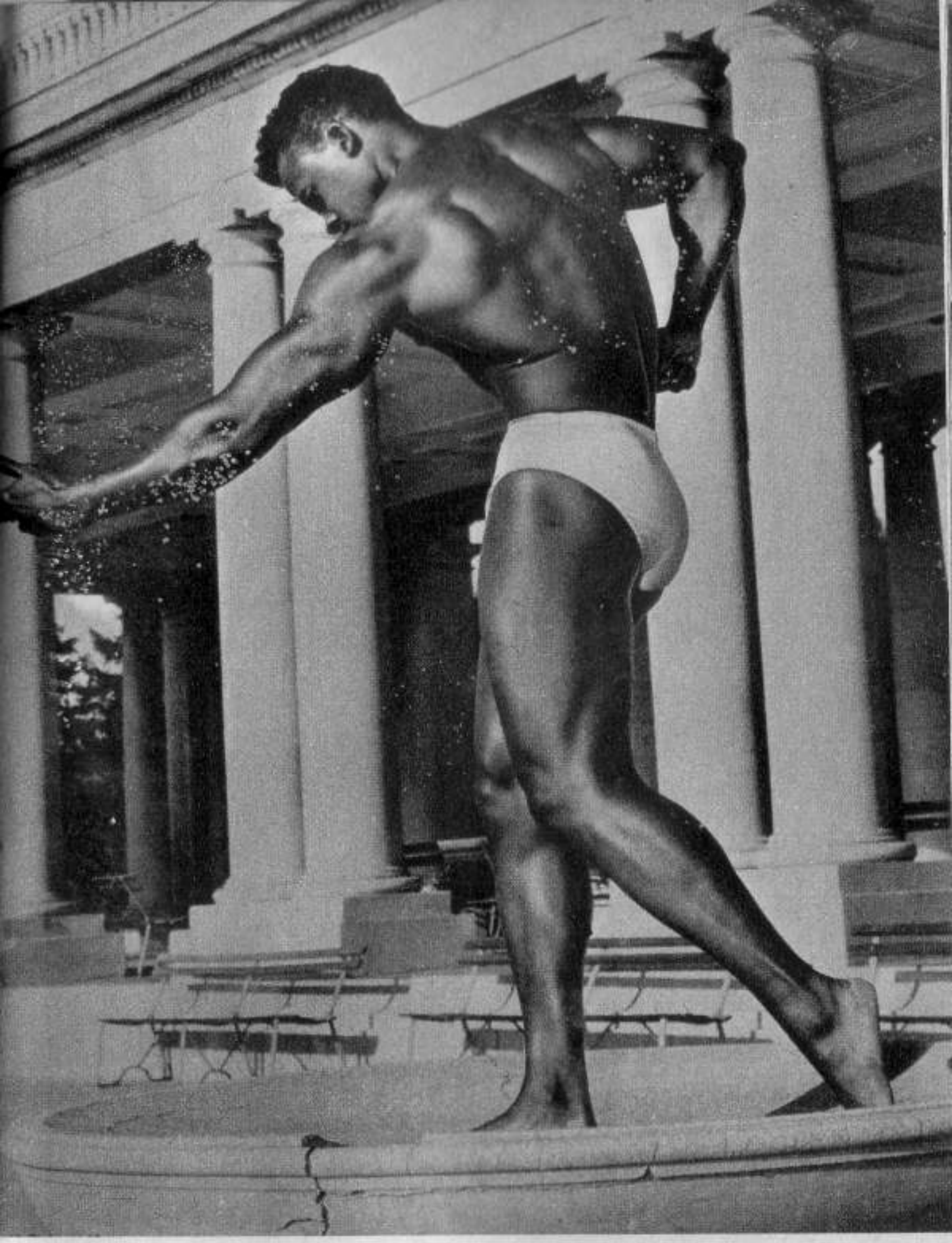
ARTHUR HARRIS by Gebbe
To the winner the spoils

Samsons in Sepia

PFC Arthur Harris, U.S. Army, and staff Sergeant William Broomer, U.S. Air Force, may be meeting each other for the first time in these pages, yet they share a common bond of race and tradition and high purpose which has enabled both of them to attain the highest pinnacle of physical development.

Arthur is more familiar to us, and we have watched with pride as he has annexed title after title in various physique contests. He was chosen Mr. New York State for 1953, and Mr. Muscle of 1954. Arthur's fine physique is the result of many forms of exercise . . . he has been ice skating since he was 7 . . . he has starred in basketball, rowing, softball, and handball. An attempt at a boxing career was cut short because of a recurring leg injury. Turning to weight training. (*Continued on page* 48)

BILL BROOMER by Bruce
An expression of dynamic power



A study in controlled muscular rhythm

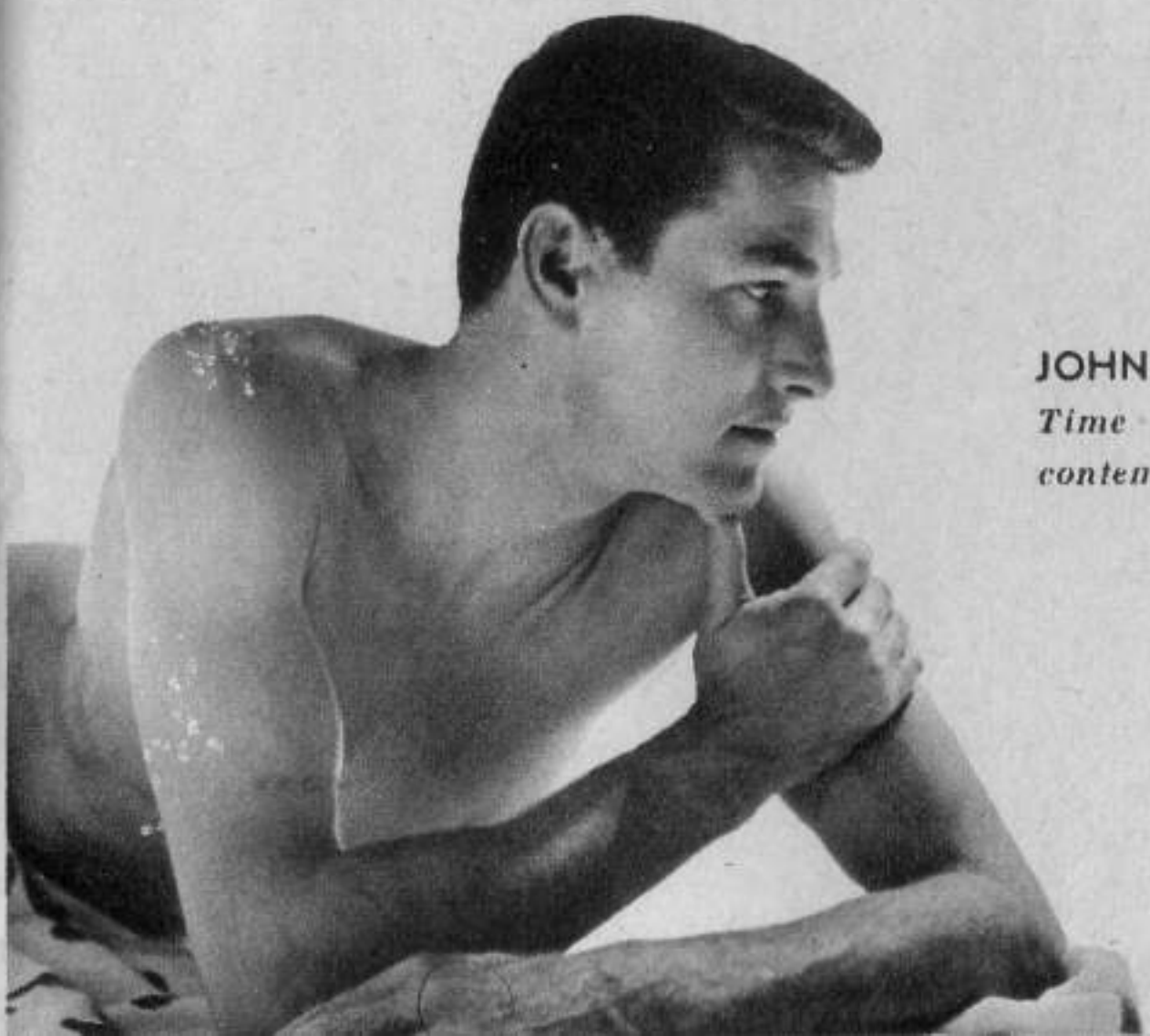
Bill's back suggests the strength of Samson

Model Moods

It has always been our desire to bring to our readers any and all new departures in artistic posing and fine photography.

With this in mind, we do honor in this, our anniversary issue, to New York's newest physique photographer . . . VULCAN. We think you will like these new faces, and the expressiveness with which the poses reveal a dominant *motif* of pensiveness.

John Smith, who bears a striking resemblance to motion picture star, Lex Barker, looks contemplatively into the future.



JOHN SMITH
Time out for contemplation

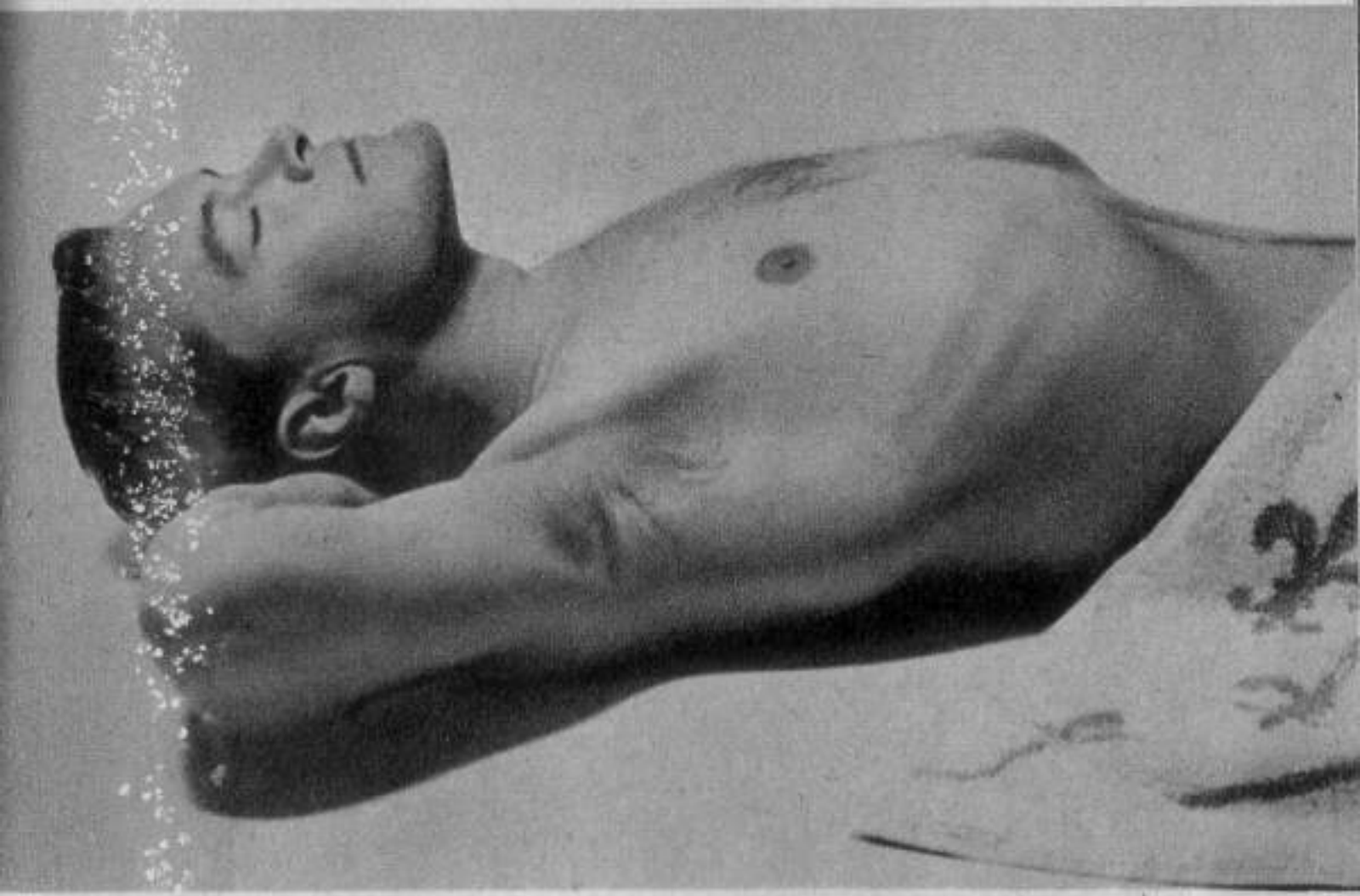
Model Moods

Sprawled in silken ease is Jack Spratt . . . who like his nursery-rhyme namesake of old "eats no fat!"

Seated is Harry Jones whose outwardly luminous glow reflects good health and contentment with life.

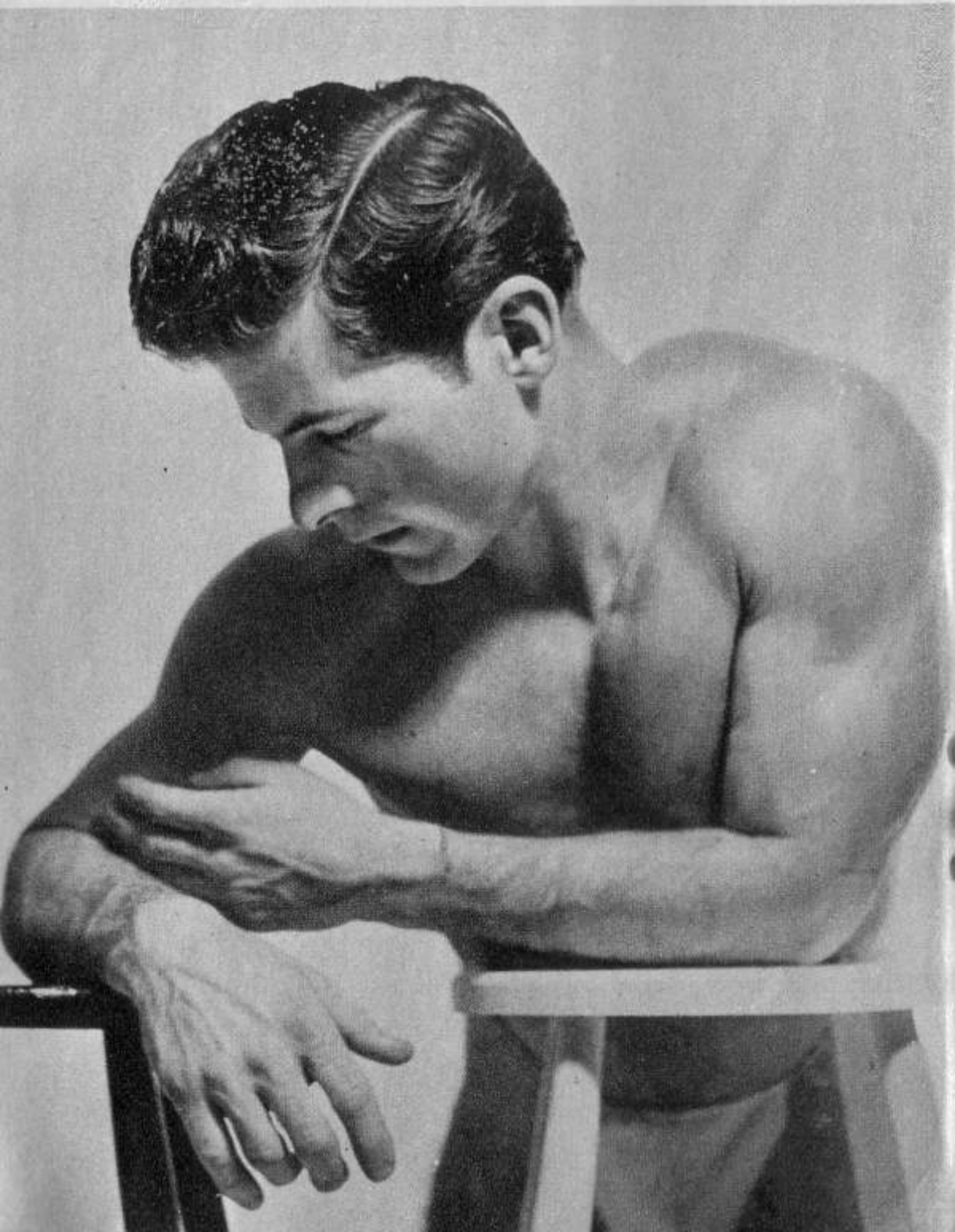
The handsome face which is encored in the mirror is that of Johnny Brown . . . and the sensitive and beautiful pose by the young man resting on the contrasting benches is that of Bob Bishop.

A warm hand-shake this month to VULCAN of 132 East 36th Street, New York, for these essays in quietude.



JACK SPRATT
Of time and the sun

HARRY JONES
A picture of superb good health



BOB BISHOP *Poetry in posing*

JOHNNY BROWN *Two of a kind*

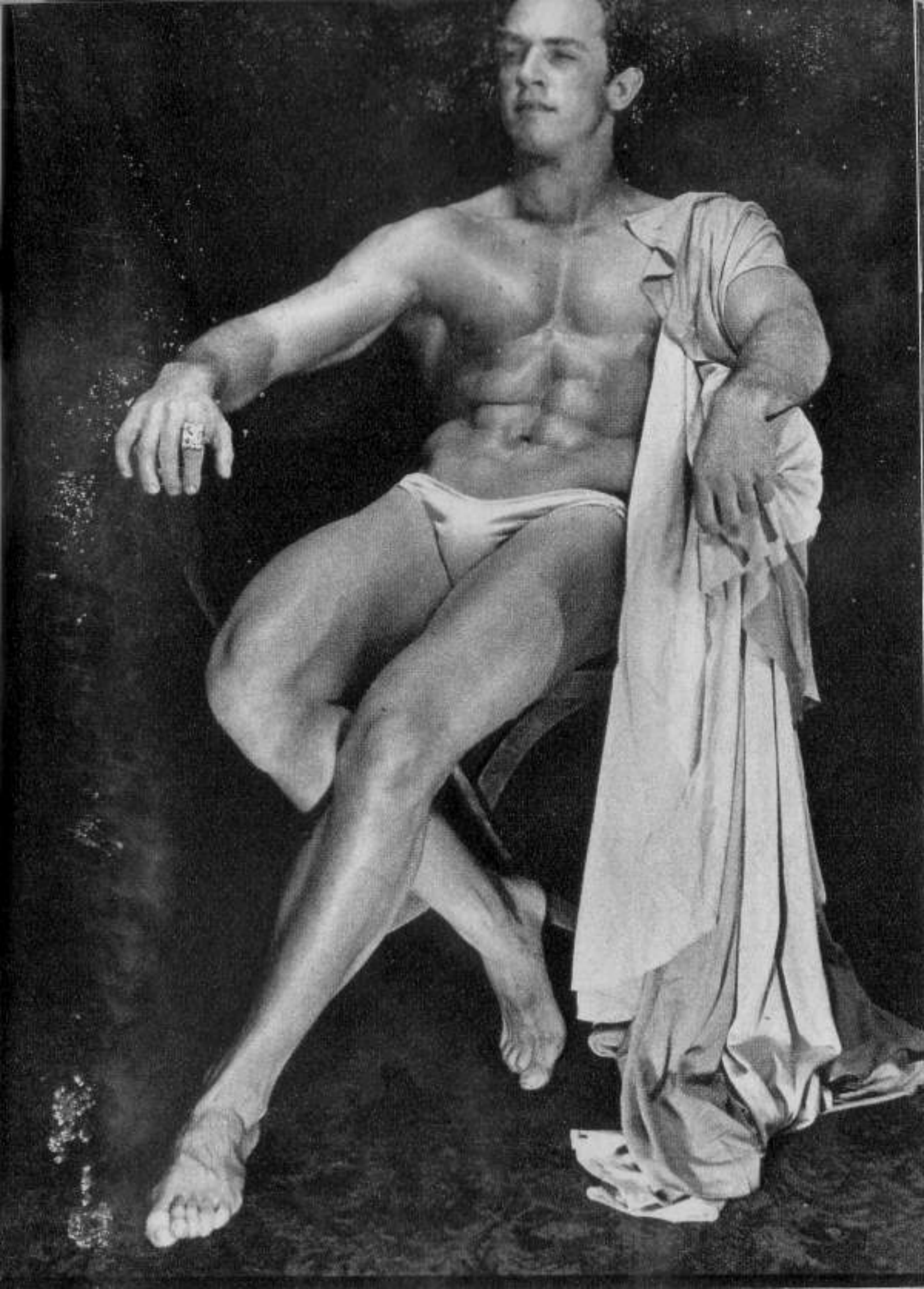
A LON CAVALCADE

In leafing through the pages of any bodybuilding magazine published during the last fifteen years, one is sure to run across at least one, and more often a dozen photographs modestly inscribed with a simple three-letter word . . . "LON"

This identifies the work as being that of an equally modest man, Lon Hanagan, who has labored long and arduously in the cause of better physique photography, and who today, in a field of fierce competition, is still the busiest cameraman we know. Not only does he supply us with his splendid studies of the great and the near-great, but whenever we need illustrations for an exercise (*Continued on page* 52)

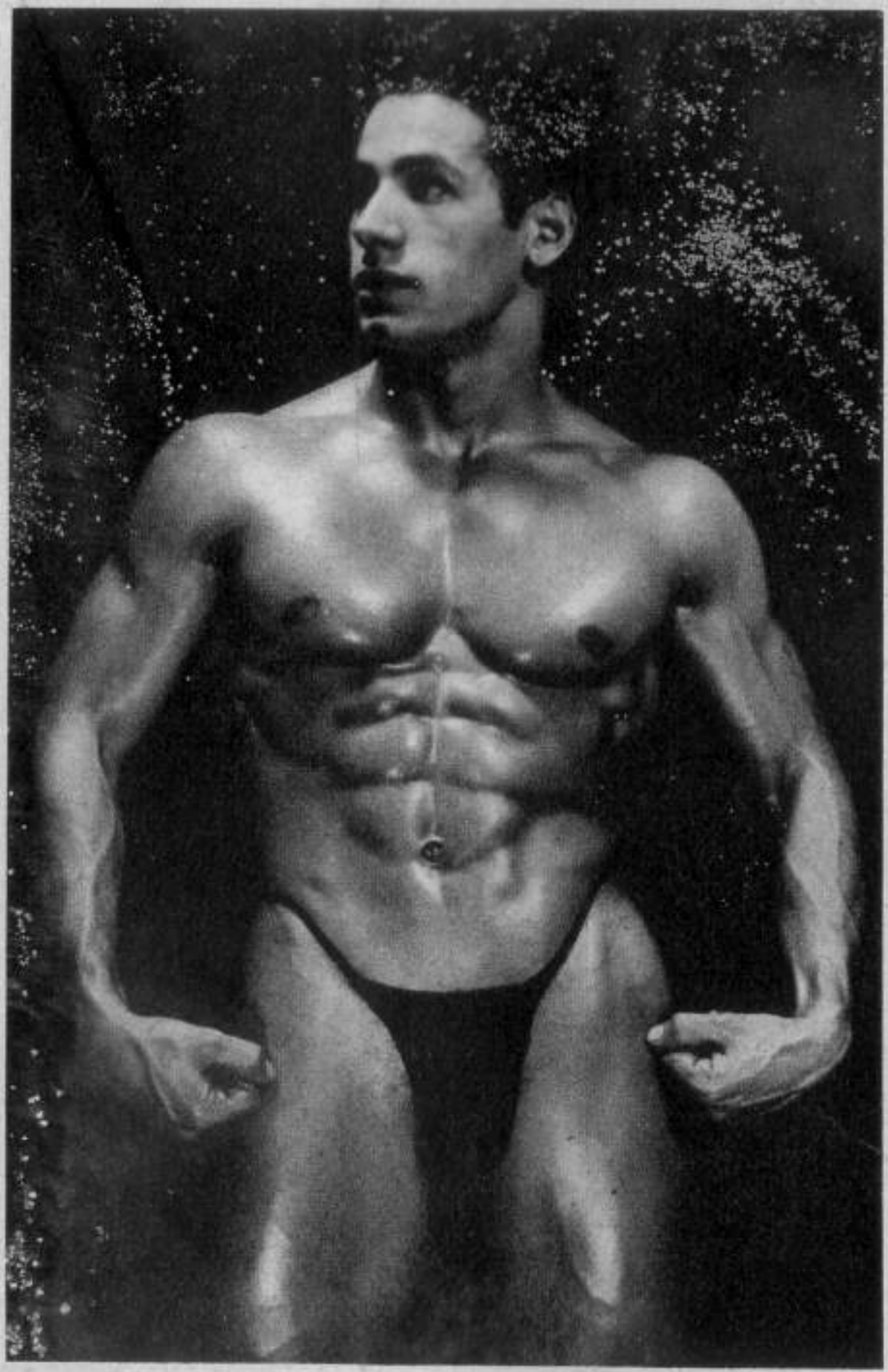
STUART BLOOM
A star of tomorrow

ARMAN OZON →
The classic Apollo of modern life



SANTO LEONE

A massive back, yet supple and graceful

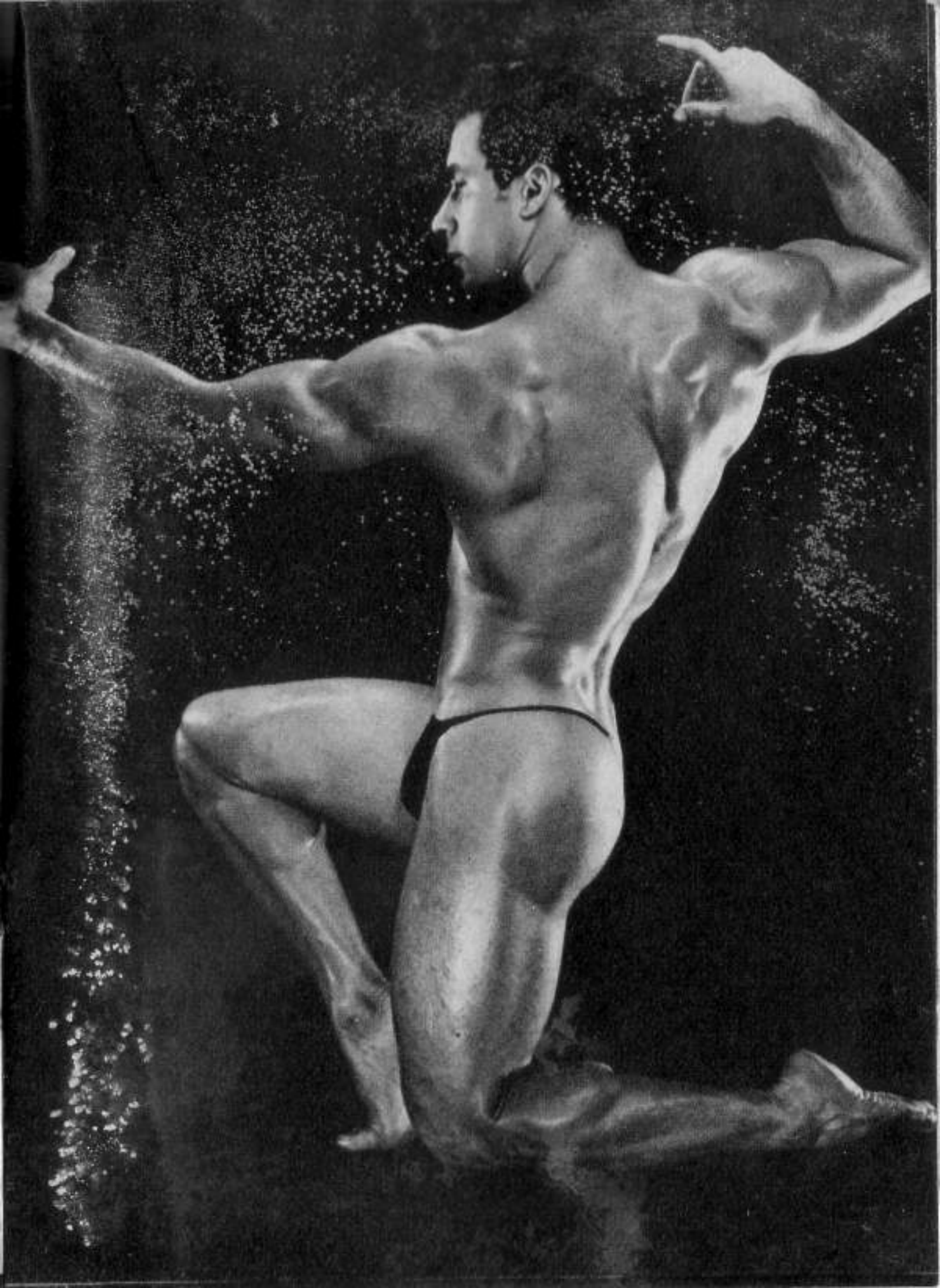


RAUL PACHECO

Raul is a fine photographer in his own right

ALAN BARRY
Lon's best-known young model

BILL CERDAS
Latin prototype of the body beautiful



NORM TOUSLEY by Delmonteque

A highlighted display of tensile strength and consummate grace

TIM SWEENEY
by Spectrum

This is the "pre-Air-Force" Tim

TIM'S TOPS

If Teen-America were to conduct a poll to determine its favorite bodybuilder, you can be sure that the name of Tim Sweeney would place only inches from the top of the list.

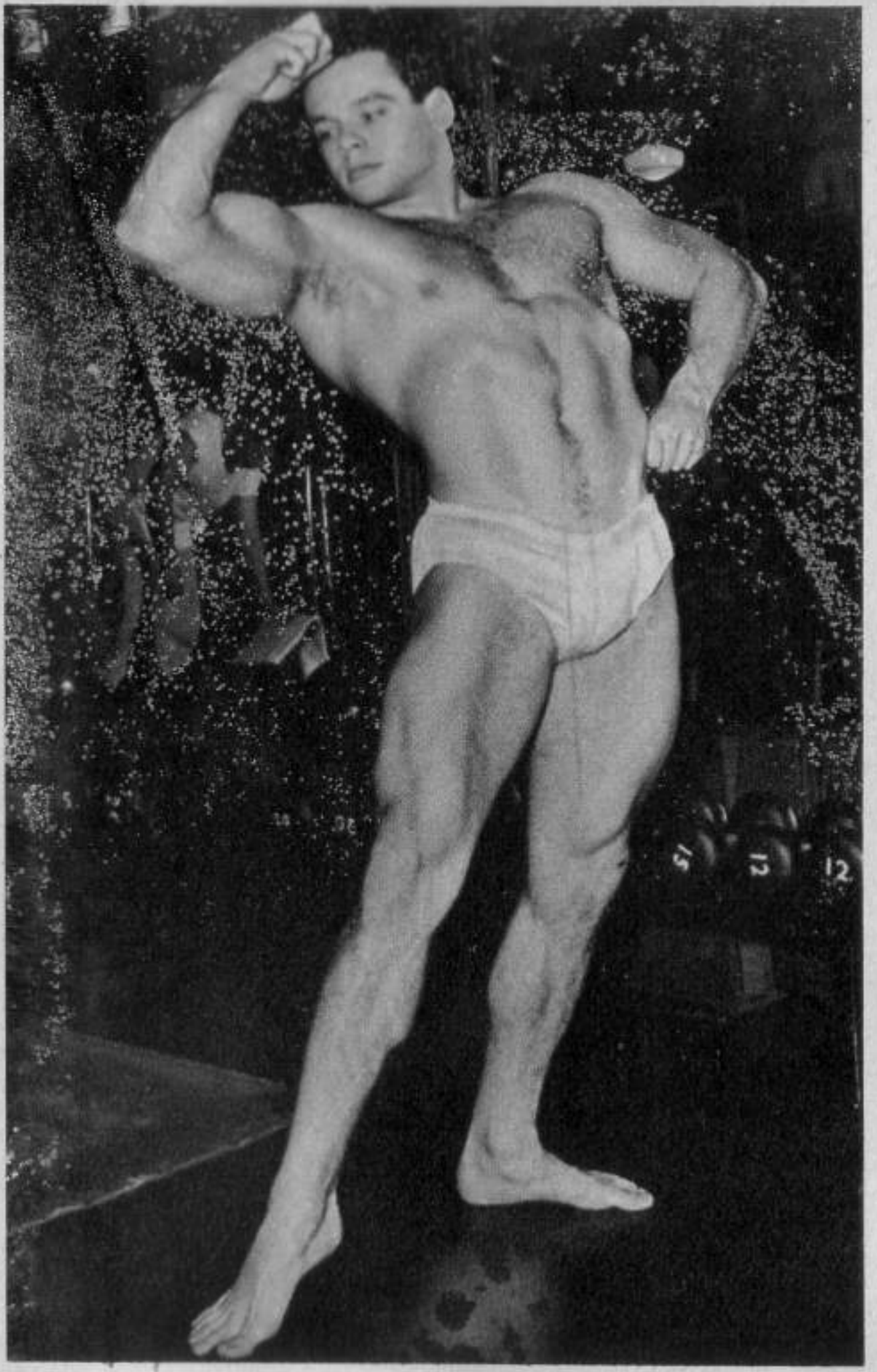
Actually not very much is known about this young Ohio superman, for Tim's life until Uncle Sam "induced" him into the Air Force was a short and merry one. Physique fans all over the world have come to know and admire him through the fine photographs made of him by Spectrum of Cincinnati.

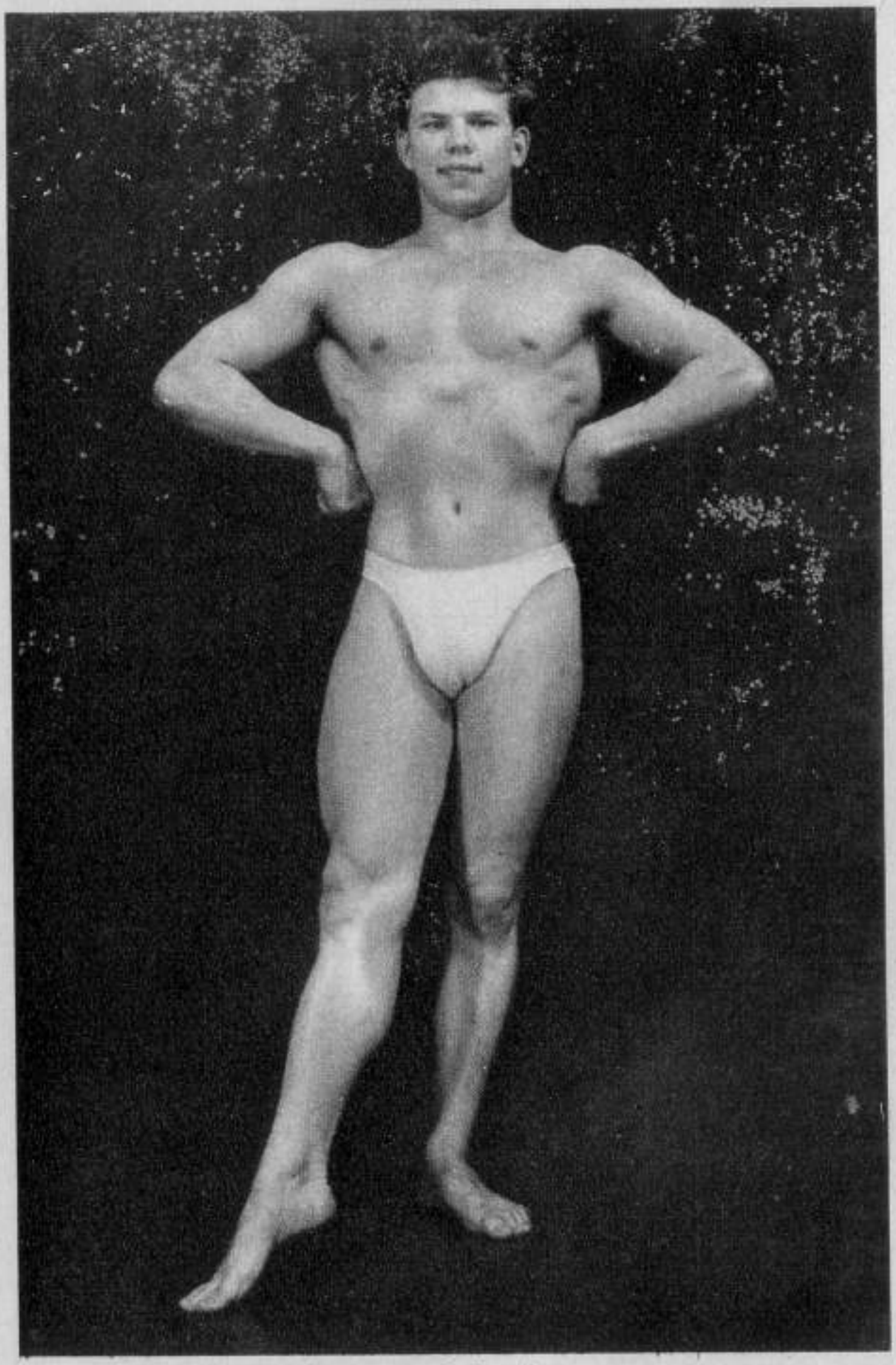
New Yorkers had a chance to (*Continued on page* 46)

A Pastoral Study of an Amazing Physique →

Snapped as he Trained in Klein's Gym →

TIM AND NATURE ARE OLD FRIENDS





PETER HOMES by Lon of London

Valiant is the word for Peter

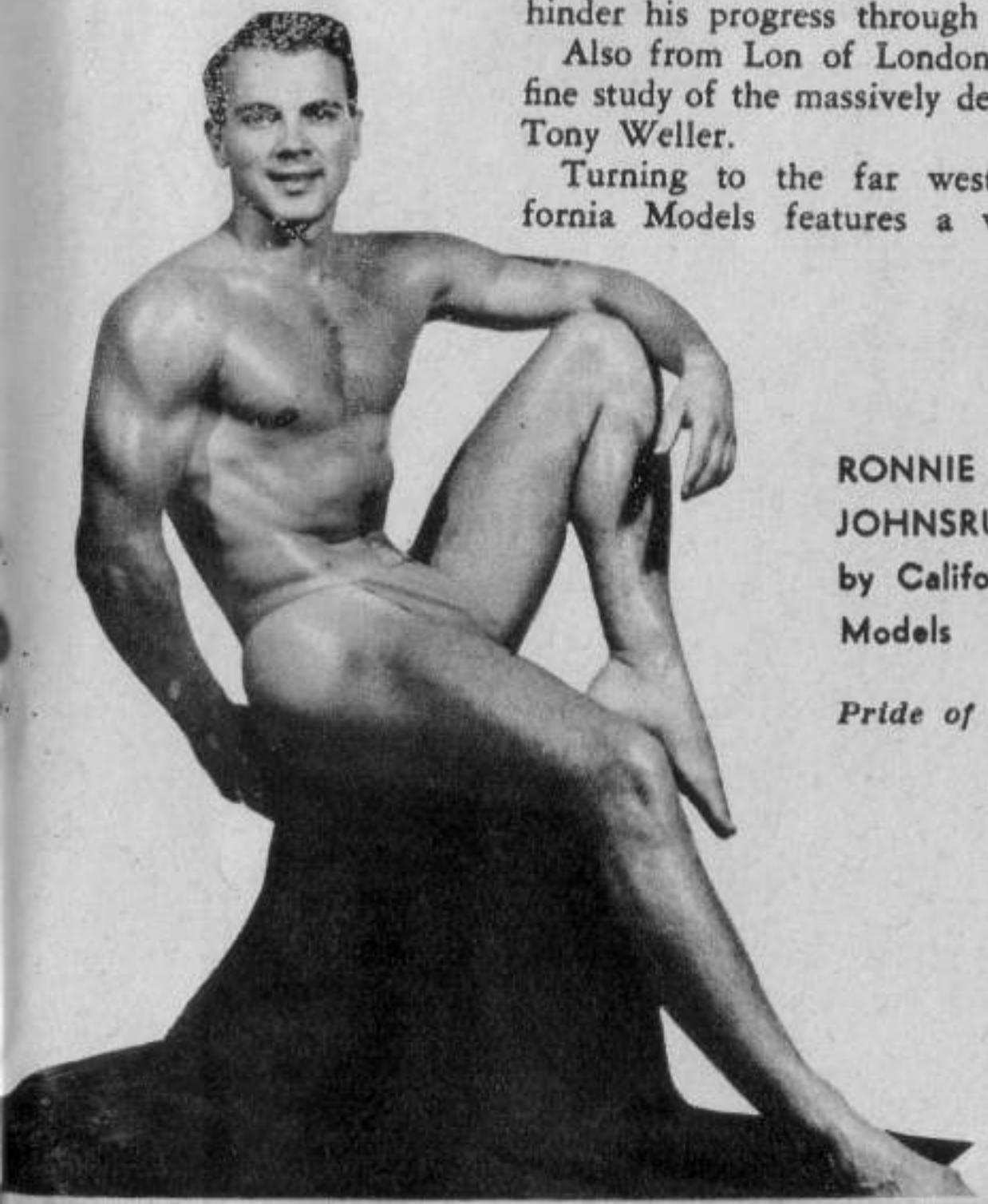
Stars Over the Horizon

Our gallery of new stars is embellished this month with fine contributions from Quaintance . . . Bruce of Los Angeles . . . Lon of London . . . California Models . . . and Spectrum of Cincinnati.

Lon of London sends us photographs of two splendid young models . . . Peter Homes, age 18 of London . . . he has trained six months, a period of time which has given him an already superb physique. Peter, although entirely deaf, has not permitted his misfortune to hinder his progress through life.

Also from Lon of London is this fine study of the massively developed Tony Weller.

Turning to the far west, California Models features a versatile



RONNIE JOHNSRUD by California Models

Pride of the circus

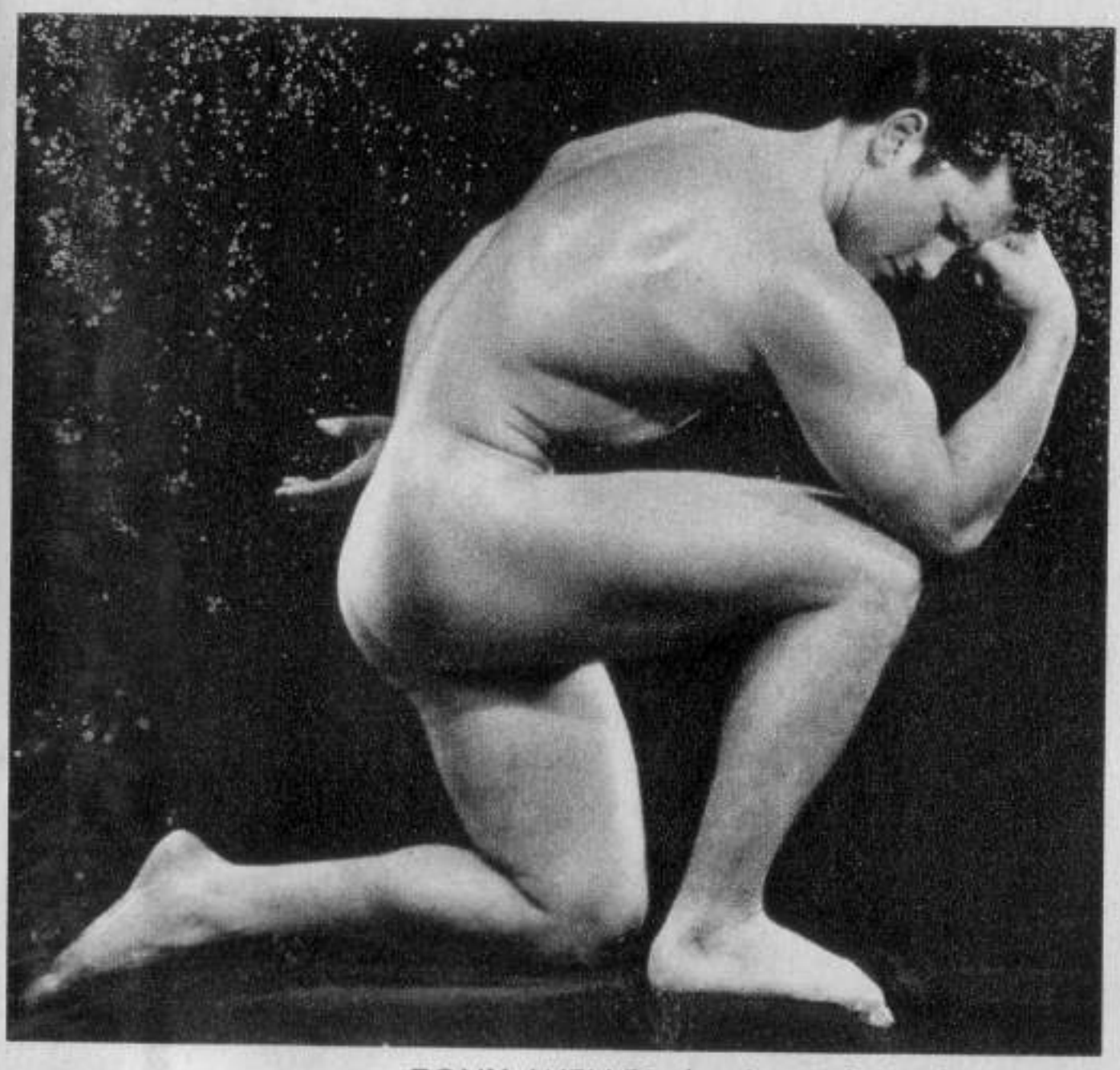
JIM GLASPER by Bruce of Loe Angeles

Mountaineer at home

young circus performer, Ronnie Johnsrud formerly with Clyde Beatty's show.

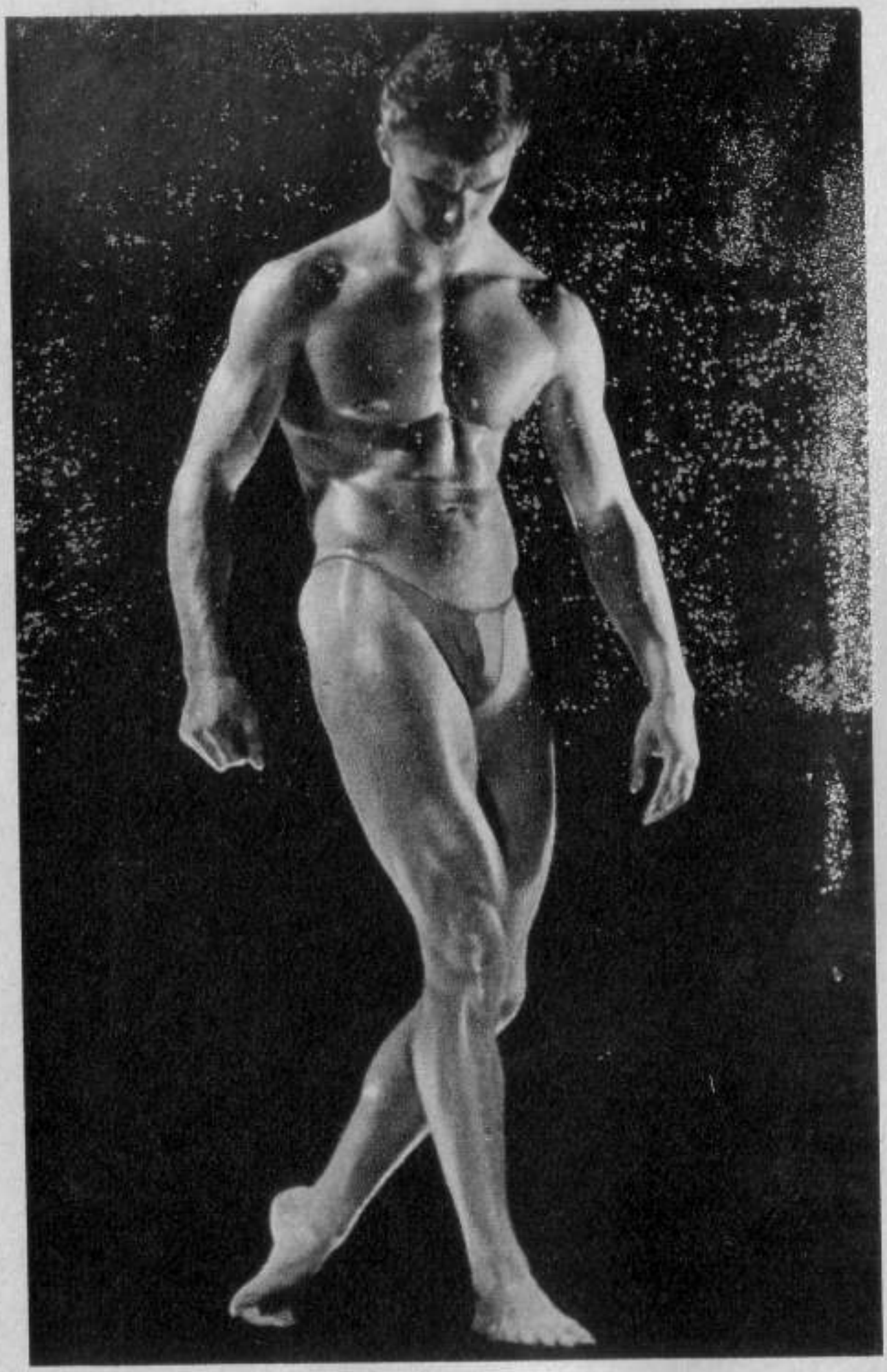
In Jim Shoemaker, we have one of Quaintance's best and most valued of models.

Bruce of Los Angeles contributes this excellent shot of Jim Glasper . . . high in the great Sierras . . . and Spectrum of Cincinnati concludes our gallery for this month with this bubbling likeness of Jimmy Lawlor, professional dancer, and formerly Mr. Muscle Beach.



TONY WELLER by Lon of London

Brittannia's bright new star



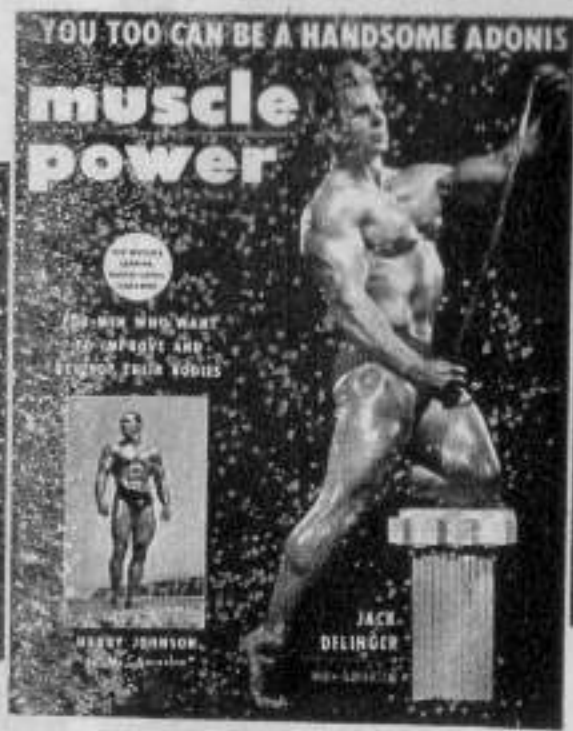
JIM SHOEMAKER by Quaintance

A true son of the desert

Muscles à la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES



MUSCLE POWER brings you the inside story of the world's physique stars . . . the intimate details of their lives, their careers, diets, training programs, and design for living.

MUSCLE POWER is the great inspirational magazine of the bodybuilders of the world.

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START GAINING WEIGHT THIS EASY WAY
TODAY BUILD THAT ALL AMERICAN HI-MAN BODY

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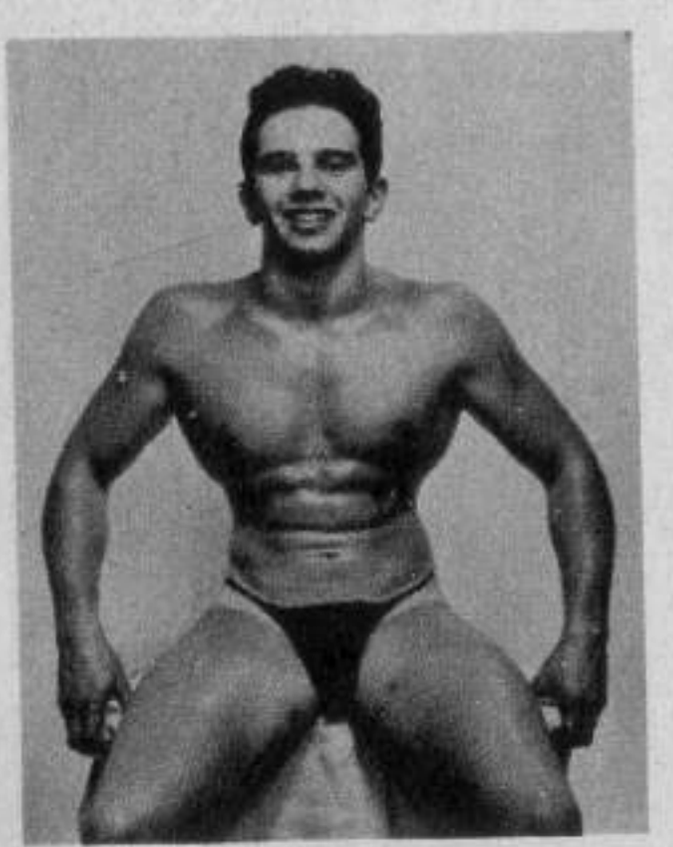
LON

PRESENTS



DON MESEL

Radiant young model, a great new discovery—truly magnificent pectoral development. SEND $1.00 FOR A SPECIAL 16 POSE SET OF

DON MESEL

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LON STUDIO — 5c

400 West 57th St., New York 19, N.Y.

Enclose $1. Send DON MESEL pics.

NAME .....

STREET .....

CITY ..... STATE .....

Tim's Tops

(*Continued from page* 36)

meet him in person several months ago when he trained at Siegmund Klein's gym. Here he made a profound impression on everyone by reason of his sincere and forthright manner, and by the deep concentration with which he performed all his exercises in which he handles very heavy poundages.

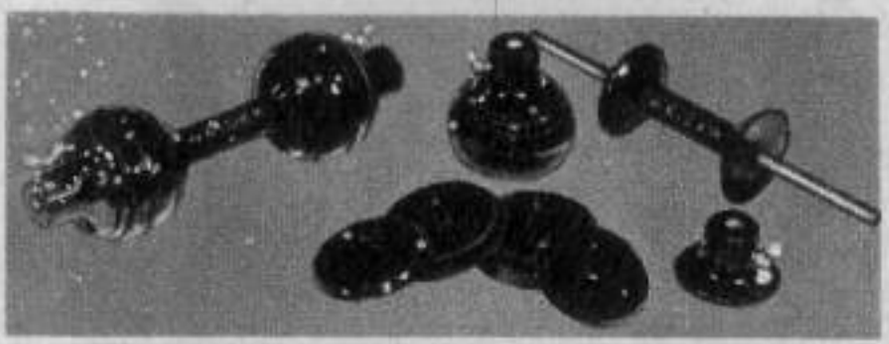
Sieg, who has seen the high and mighty, and the low and flighty sums up his opinion of the lad with "Tim's tops!"

Although Tim is built on somewhat more massively Herculean lines than his close rivals, Bishop and Alan, he nevertheless has many excelling qualities in his own right. As you will note from these photographs, he combines a Grimek type torso with the dewy freshness of adolescence, plus a definite flair for artistic posing.

Because of this it is easy to see why Tim's fans are growing by legions every day. In answer to a flock of requests from Tim's ad-

KEEP PHYSICALLY FIT IN 10 MINUTES A DAY

right in your own home and at your convenience



Especially Designed For The Busy . . .

- Executive
- Traveling Man
- Sedentary Worker
- Soldier

Health and Appearance—Your Key to Success

If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE!

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

ONLY $20.00

With Course

Joe Weider, Dept. BB
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Jersey City, N. J.

Enclosed find $20.00 for which please rush me the Weider 'Keep Fit' Dumbbell Set and Course of Instructions. I understand I must be satisfied or my money back in 7 days.

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No COD's. Prices FOB Warehouse. In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.

NEW PHYSIQUE PHOTO SETS

26 sets now ready (A thru Z) at only $2 per set. Each set contains ten 4 x 5 physique photos of ten different athletes, plus portrait of one of the athletes.

Send $1 for now 1955 catalogue of new movies, color slides, photos, and four sample 4 x 5 photos.

2 Sample Color Slides $1.00
2 Sample 4 x 5 COLOR PHOTOS $2.00

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PRESENTING
Popular Michigan-Weightlifter-Bodybuilder Handsome
RICHARD ALAN
Set 1: 15 4x5 poses $3 plus 15c postage
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ALSO—10 BEAUTIFUL 3-D STEREO SLIDES AT $7.00
CLIFF OETTINGER
P.O. BOX 673, CHICAGO 90, ILL.

mirers here are some more wonderful shots by Spectrum of this young Ohio lad who is already knocking at the door of the hall of fame.

Samsons In Sepia

(*Continued from page* 18)

he rapidly came to the front ranks of bodybuilders, and as you can see from his photographs there is not an inch of him that is not cleanly and beautifully developed. Such unusual muscular definition is almost phenomenal these days.

Bill is not as tall as Art being 5'8" in height and his compact 185 pounds of muscle is molded into more Herculean lines. That mighty chest you see tapes a snug 48", tapers down to a neat 30" waist which extends downward into 26" thighs and calves of 16". Bill's overall development suggests massiveness and power controlled with grace and simple dignity.

We are indebted to Bruce of Los Angeles for these excellent photographs of Bill, the powerhouse . . . and to

Youthful models relaxing in the sun. Spectrum

DAVE WILER

Presenting an outstanding artists model, in our set #S-1, available for $2.00. **Suitable models contact us for posing.** 8 x 10 Catalogs: #1 or #2, $1.00 each. Send 50c. for "house publication."

CALIFORNIA MODELS
P.O. Box 285, San Francisco, Calif.

OUR NEW 1955 CATALOG

Describes latest physique movies, color slides, photos; illustrated with 29 pictures, lists athletes by name. Send only $1 for this 24 page catalogue and 4 new sample 4 x 5 physique photos.

SPECTRUM FILMS
P.O. Box 35, Sta. E, Cincinnati 19, Ohio

Bob Gebbe of New York for his fine work with Art, the esthete. You'll be seeing lots more of these two fine young men!

Encore For Alan

(*Continued from page* 14)

to be sure, goes to his photographer, Bob Delmontequ, who made these beautiful and inspirational studies especially for our anniversary issue. Seldom does one find artist and model in such complete *rapport*. Also, let's don't sell Michigan short either, for she supplied not only the photographer and his subject, but the lush verdant background as well.

Rich is working hard at the University of Michigan where he is studying medicine. He has quite a long way to go . . . and the going will not be easy. However, his splendidly conditioned body, his ready smile and flashing wit are all indicative of a well-balanced personality perfectly attuned to the demands that will one day be made upon him when the hospital loudspeaker announces "Calling Dr. Alan!"

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 16" from his waist.

Before

After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

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Lon Cavalcade

(*Continued from page* 28)

article, or a personality interview, the obliging Lon always comes to our aid.

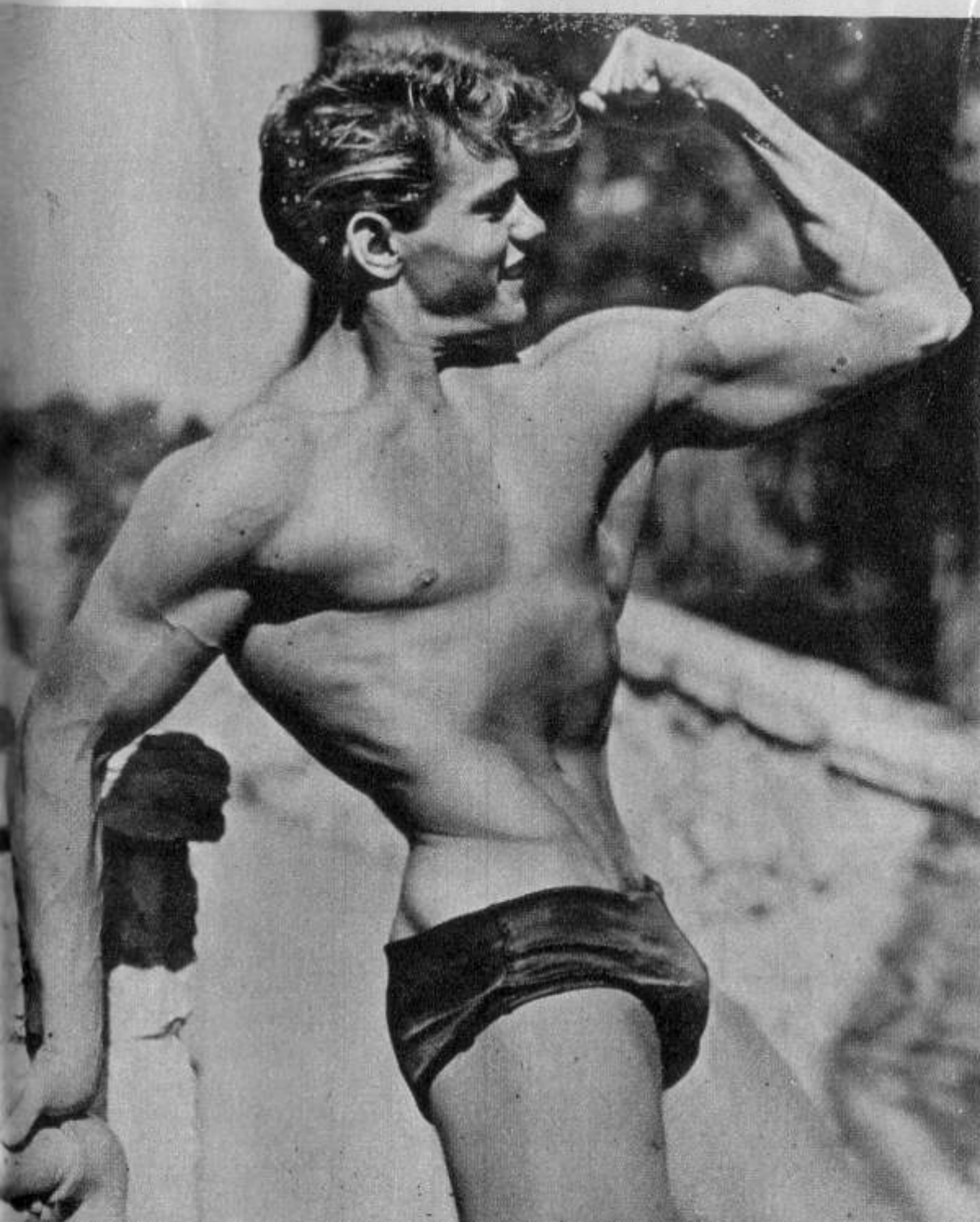
Although he has photographed most of the leading stars in the physique world, the basis of his fame rests solidly on his studies of John Grimek's immortal physique . . . some of the most remarkable photographic art ever created. We had the pleasure of showing you some of these studies in the March issue of BODY BEAUTIFUL, and at this time we would like to show some photographs of six of his best models, past and present.

The picture of Bill Cerdas is a wonderful study of a man to whom the art of posing is as natural as breathing. The photograph of Raul Pacheco brings into full relief his densely muscled and clearly defined torso . . . a truly classic body.

The handsome young man half-kneeling is Santo Leone, one of Lon's first models, noted for his sen-

JIMMY LAWLOR by Spectrum

Who wouldn't be proud of that body?



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sational back development. Seated in the chair is Arman Ozon, a very fine dancer, a motion picture player, and man of many parts. His physique is built strictly along classical lines, and his posing ability is beyond cavil.

The photograph of Alan Barry is an essay in harmonious body symmetry, and the final picture is of Lon's newest model, Stuart Bloom, only 16, but already a posing veteran.

BODY BEAUTIFUL salutes Lon, the pioneer, and Lon, the contemporary for his steady contributions to fine physique photography.

Springboard To Fame

(*Continued from page* 10)

been the springboard to this achievement."

Another such personality who is rapidly forging ahead in matters cinematic is young and handsome Jerry Ross. Jerry, whose face and physique are so reminiscent of the great Steve Reeves, has now

1

S-T-R-E-T-C-H

Your Way To A Super Strong Body This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
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9. Illustrated Instructions and FREE Book "How To Fight."

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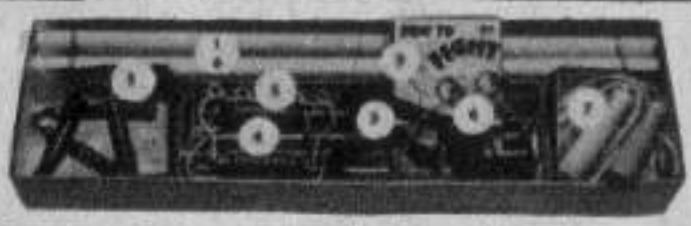

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Created ESPECIALLY FOR THE MALE SKIN, these MIRACLE AIDS TO SKIN PERFECTION are almost magical in their effect when used with the Warner Method of Face Culture.

In this course everything "from the collar up" is discussed by Mr. Warner . . . the care of the hair — hair arrangement —, care of teeth — in short every avenue to male good grooming is explored.

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TERRY KWIK-KOVER $1.00

Ideal for after the shower, sunbathing, posing. Also many other items of apparrel including form-fitting T-Shirts, Trunks, Posing Strap etc.—Send self-addressed stamped envelope for FREE bulletin 48, with dozens of illustrations. **Kwik-Kover modeled by Don Curtis 2 catalogs 20 cents.**

ATHLETIC MODEL GUILD
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been seen in a whole flock of motion pictures. Those of you who saw "ATHENA" will remember him for his fine posing exhibition in the "Mr. Universe" contest scene. Later he appeared in MGM's "HIT THE DECK!", and is now under long-term contract to MGM.

If you will study the photographs of Jerry which accompany this story, you will immediately spot the amazing resemblance of Jerry to Steve. The entire body and face of Jerry is that of a younger Steve. The same long, well-proportioned, meaty calves . . . the fully-rounded thighs . . . the tremendously wide back and heavily developed torso all seem to have been molded from the Reeves Master Plan.

We extend to Jerry our best wishes, and if we have been in part that springboard to the fame for which he seems clearly to be destined, we can only say that we shall keep that board continually "springing" for some other new talent who may flash across the horizon tomorrow.

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

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(before)

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(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

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Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

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Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you **will** gain weight!

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Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

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Editorial

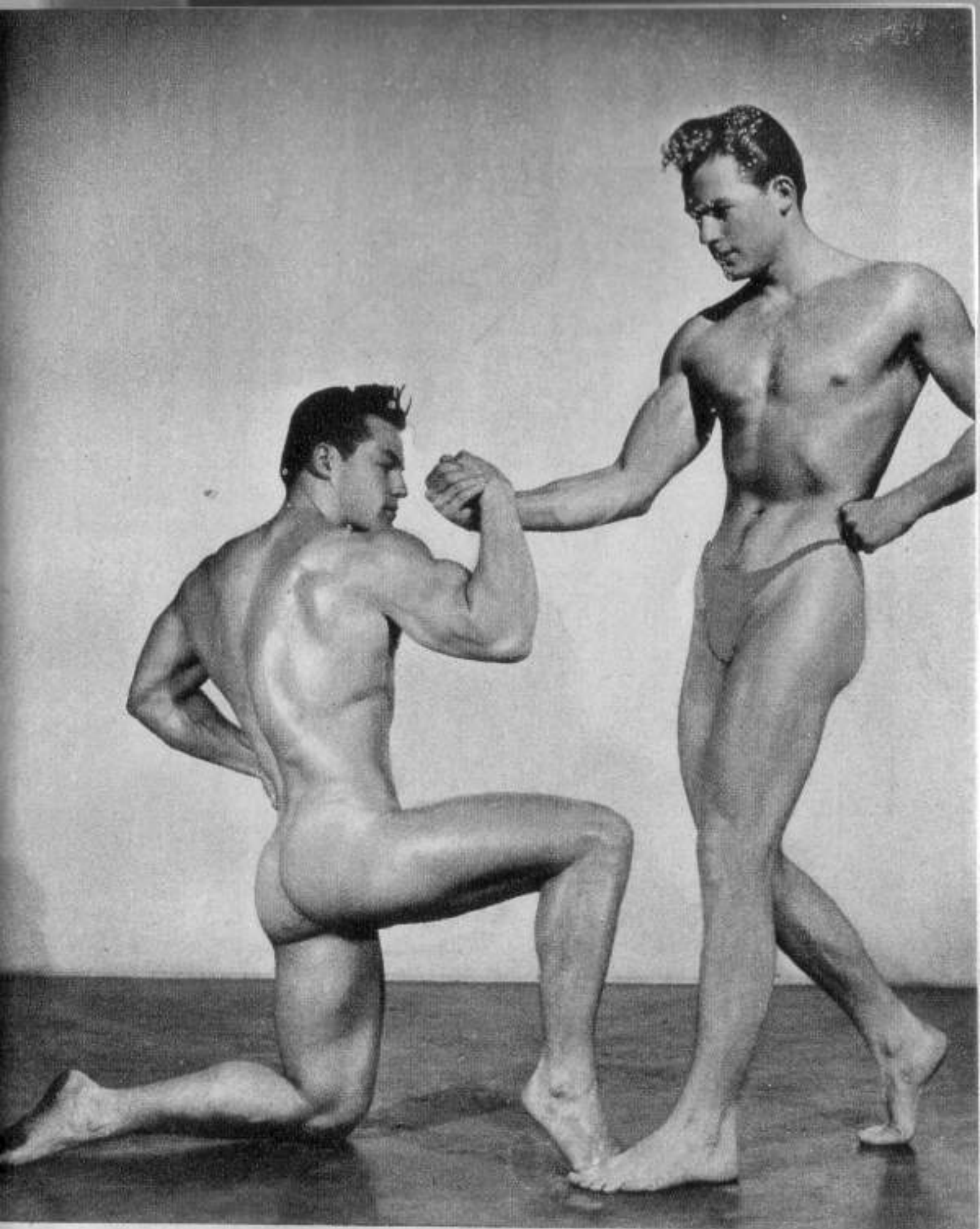
(*Continued from page* 3)

for the future.

That we have been of service in this direction we have no assailable doubt, for abundant testimony to the success of our efforts is found in the constantly-swelling volume of correspondence from you, our readers. Not only has your response been generous, but of invaluable assistance to us.

This year has seen some magnificent new stars developed . . . men such as Glenn Bishop and Richard Alan. Other splendidly developed young men, though already known in some degree, have been given a further impetus toward successful careers through saturative publicity in our magazines . . . a man, for instance, such as Ed Fury.

As we look forward to another year of public service, we hope that you will continue to sustain us with your enthusiasm and support. It is YOUR magazine . . . help us to make it what you want it to be.



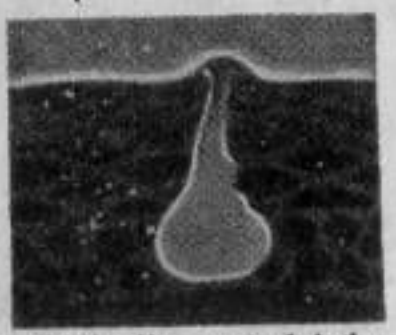
There's power in youth and these youths are strong. Spartan

Clear up your Pimples and Blackheads fast. . . . .

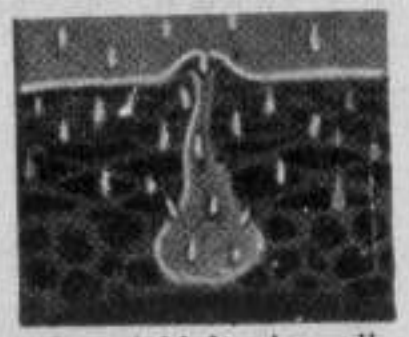
OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

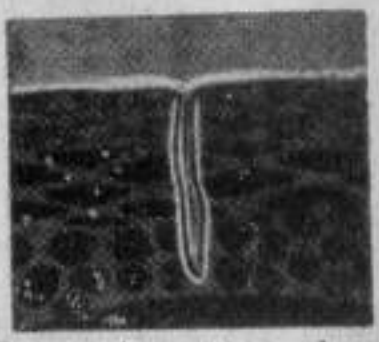
DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.



2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

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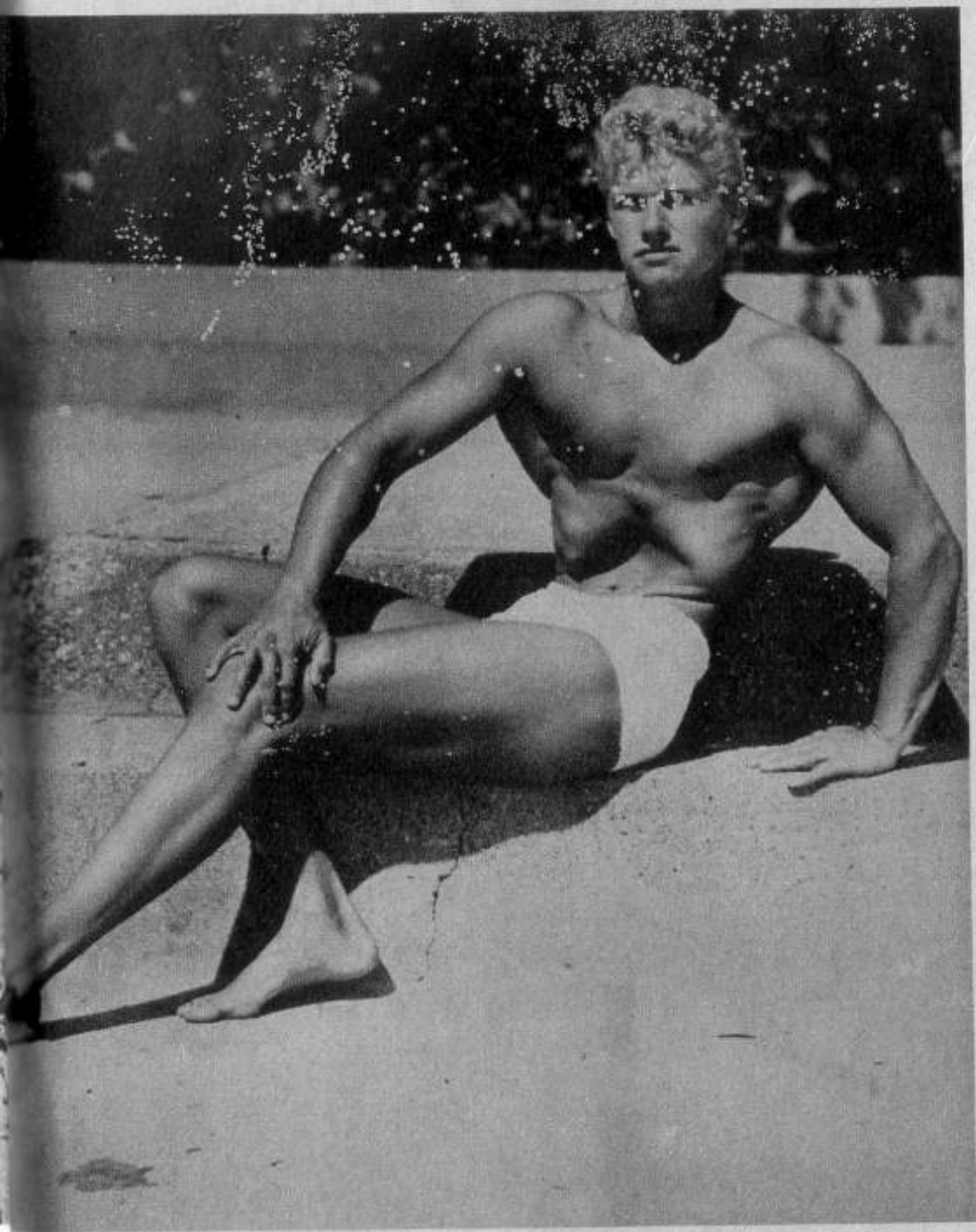
only $3.98
for a full month's treatment



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1 Apply tonic once a day with gentle massage.

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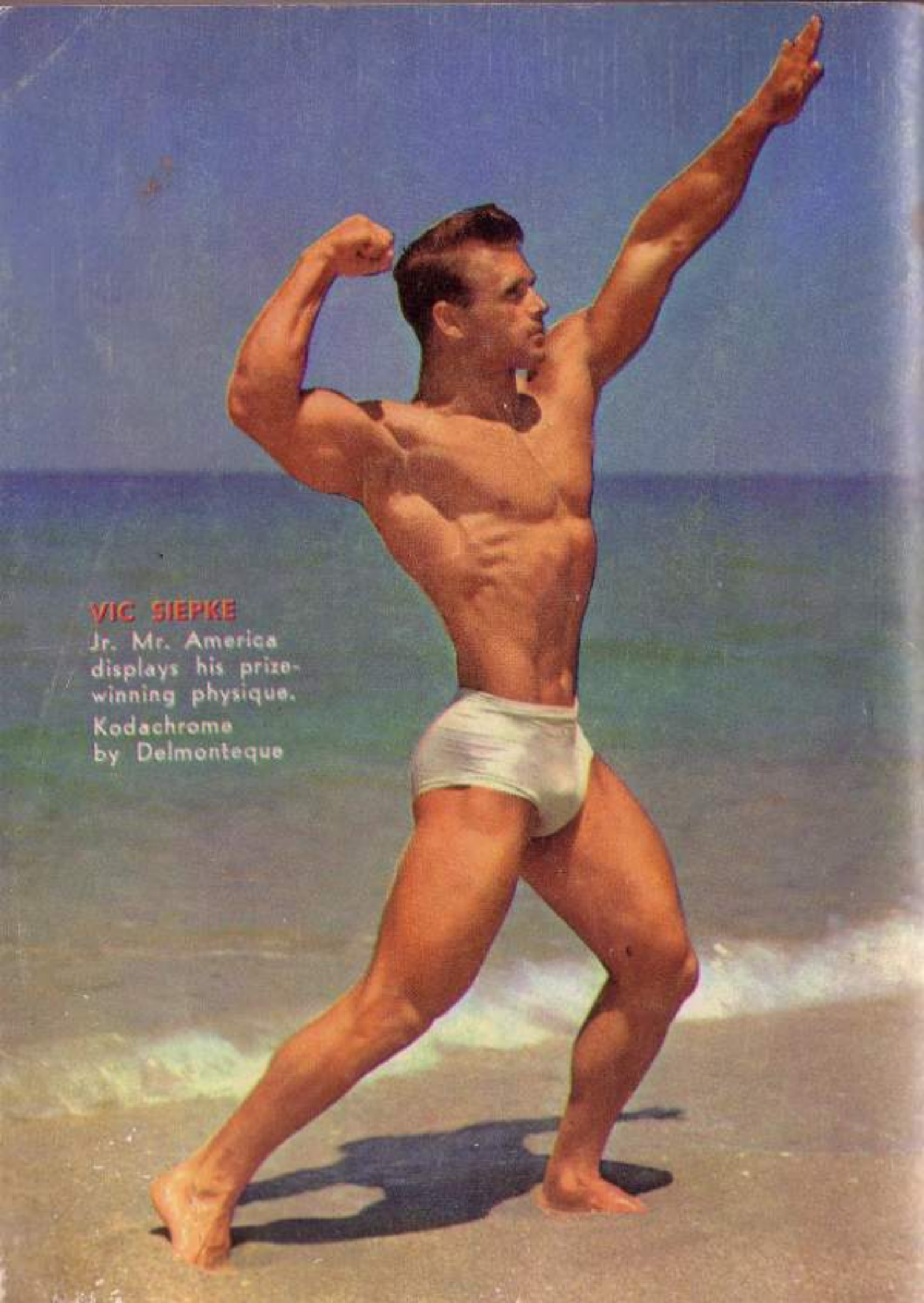

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